

**ANALISIS CITRA MEREK, KESADARAN MEREK DAN KUALITAS PRODUK
TERHADAP KEPUTUSAN PEMBELIAN
(Survei Pada Konsumen Mayoutfit Bandung)**

TESIS

Diajukan Untuk Memenuhi Salah Satu Syarat
Untuk Memperoleh Gelar Magister Manajemen
Pada Program Studi Manajemen Konsentrasi Manajemen Pemasaran



oleh

Anita Dewi Rachmawati

NIM. 1605314

**SEKOLAH PASCASARJANA
UNIVERSITAS PENDIDIKAN INDONESIA
2021**

Analisis Citra Merek, Kesadaran Merek dan Kualitas Produk Terhadap Keputusan Pembelian (Survei Terhadap Konsumen Mayoutfit Bandung)

Oleh
Anita Dewi Rachmawati

S.AB STIA LAN Bandung, 2010

Sebuah Tesis yang diajukan untuk memenuhi salah satu syarat memperoleh gelar Magister Manajemen (M.M) pada Fakultas Manajemen

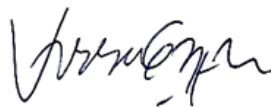
© Anita Dewi Rachmawati 2021
Universitas Pendidikan Indonesia
Maret 2021

Hak Cipta dilindungi undang-undang.
Tesis ini tidak boleh diperbanyak seluruhnya atau sebagian,
dengan dicetak ulang, difoto kopi, atau cara lainnya tanpa ijin dari penulis.

ANITA DEWI RACHMAWATI
ANALISIS CITRA MEREK, KESADARAN MEREK DAN KUALITAS PRODUK
TERHADAP KEPUTUSAN PEMBELIAN
(Survei Pada Konsumen Mayoutfit Bandung)

Tesis ini disetujui dan disahkan oleh :

Pembimbing I



Dr. Vanessa Gaffar, SE. Ak. MBA
NIP. 197403072002122005

Pembimbing II



Dr. Heny Hendrayati, S.IP., MM
NIP. 197610112005012002

Mengetahui,

Ketua Program Studi Magister Manajemen



Prof. Dr. Hj. Ratih Hurriyati, M.P.
NIP. 196802251993012001

ABSTRAK

Anita Dewi Rachmawati (1605314), “**Analisis Citra Merek, Kesadaran Merek, dan Kualitas Produk Terhadap Keputusan Pembelian**” (Survey pada Konsumen Mayoutfit Bandung), di bawah bimbingan: Dr. Vanessa Gaffar, SE.,Ak. MBA dan Dr. Heny Hendrayati, S.IP., MM.

Pandemi Covid-19 yang terjadi sejak bulan Desember tahun 2019 turut memukul sektor usaha mikro kecil menengah (UMKM), khususnya di bidang fesyen. Sejak ditemukan adanya kasus positif Covid-19 di Indonesia memberikan dampak terhadap permintaan konsumen terhadap kebutuhan fesyen dan permintaan ini menjadi turun secara signifikan. Untuk saat ini masyarakat lebih memprioritaskan pemenuhan bahan kebutuhan pokok dan produk kesehatan. Hal ini berpengaruh terhadap menurunnya daya beli masyarakat dalam kebutuhan fesyen. Berbicara tentang fesyen, Bandung merupakan salah satu kota pusat fesyen di Indonesia. Salah satu nya ada *clothing line* yang diminati oleh warga Bandung khususnya untuk kaum perempuan baik remaja maupun dewasa. Mayoutfit merupakan nama *clothing* yang ada di kota Bandung yang menyediakan kebutuhan fesyen untuk wanita. Mayoutfit selalu menyediakan semua kebutuhan fesyen wanita dengan model yang *up to date*. Tujuan dari penelitian ini adalah untuk mengetahui gambaran citra merek, kesadaran merek dan kualitas produk terhadap keputusan pembelian konsumen Mayoutfit yang mewakili konsumen Mayoutfit Kota Bandung. Metode yang digunakan adalah *Explanatory survey* dengan sampel 200 responden, dengan Teknik *Non Probability Sampling*. Pengujian hipotesis pada penelitian ini menggunakan model persamaan struktural (*Structural Equation Model / SEM*). Hasil dari penelitian ini bahwa ketiga variabel tersebut yaitu citra merek, kesadaran merek dan kualitas produk memberi pengaruh yang positif dan signifikan terhadap keputusan pembelian.

Kata Kunci: Citra Merek, Kesadaran Merek, Kualitas Produk, Keputusan Pembelian

ABSTRACT

Anita Dewi Rachmawati (1605314), "**Analysis of Brand Image, Brand Awareness and Product Quality Towards Purchasing Decisions**" (Survey on Mayoutfit Bandung Consumers) ", under the guidance of: Dr. Vanessa Gaffar, SE.,Ak. MBA and Dr. Heny Hendrayati, S.IP ., MM.

The Covid-19 pandemic that has occurred since December 2019 has also hit the micro, small and medium enterprises (UMKM) sector, especially in the fashion sector. Since the discovery of positive cases of Covid-19 in Indonesia, it has had an impact on consumer demand for fashion needs and this demand has decreased significantly. Currently, people prioritize the fulfillment of basic necessities and health products. This has an effect on decreasing people's purchasing power in fashion needs. Speaking of fashion, Bandung is one of the fashion central cities in Indonesia. One of them is a clothing line that is in demand by Bandung residents, especially for women, both teenagers and adult women. Mayoutfit is a clothing name in Bandung that provides fashion needs for women. Mayoutfit always provides all women's fashion needs with up to date models. The purpose of this study was to describe the brand image, brand awareness and product quality of Mayoutfit consumer purchasing decisions that represent Mayoutfit consumers in Bandung. The method used is an explanatory survey with a sample of 200 respondents, with a Non Probability Sampling Technique. Hypothesis testing in this study uses a structural equation model (Structural Equation Model / SEM). The results of this study indicate that the three variables, namely brand image, brand awareness and product quality, have a positive and significant effect on purchasing decisions.

Keywords : Brand Image, Brand Awareness, Product Quality, Purchase Decision

DAFTAR ISI

ABSTRAK	Error! Bookmark not defined.
ABSTRACT	5
KATA PENGANTAR	Error! Bookmark not defined.
DAFTAR ISI	6
DAFTAR TABEL	Error! Bookmark not defined.
DAFTAR GAMBAR	Error! Bookmark not defined.
BAB I	Error! Bookmark not defined.
PENDAHULUAN	Error! Bookmark not defined.
1.1 Latar Belakang Penelitian.....	Error! Bookmark not defined.
1.2 Rumusan Masalah.....	Error! Bookmark not defined.
1.3 Tujuan Penelitian	Error! Bookmark not defined.
1.4 Manfaat Penelitian.....	Error! Bookmark not defined.
1.5 Struktur Organisasi Tesis.....	Error! Bookmark not defined.
BAB II	Error! Bookmark not defined.
KAJIAN PUSTAKA, KERANGKA PEMIKIRAN DAN HIPOTESIS Error! Bookmark not defined.	
2.1 Kajian Pustaka.....	Error! Bookmark not defined.
2.1.1 Konsep Citra Merek	Error! Bookmark not defined.
2.1.1.1 Dimensi Citra Merek	Error! Bookmark not defined.
2.1.1.2 Faktor-Faktor yang Mempengaruhi Citra Merek	Error! Bookmark not defined.
2.1.2 Kesadaran Merek.....	Error! Bookmark not defined.
2.1.2.1 Tingkatan Kesadaran Merek	Error! Bookmark not defined.
2.1.3 Konsep Kualitas Produk.....	Error! Bookmark not defined.
2.1.3.1 Dimensi Kualitas Produk.....	Error! Bookmark not defined.
2.1.4 Keputusan Pembelian	Error! Bookmark not defined.
2.1.4.1 Konsep Keputusan Pembelian.....	Error! Bookmark not defined.
2.1.4.3 Faktor – Faktor yang Mempengaruhi Perilaku Pembelian	Error! Bookmark not defined.
2.1.4.3 Faktor – Faktor yang Mempengaruhi Perilaku Pembelian	Error! Bookmark not defined.
2.1.5 Penelitian Terdahulu	Error! Bookmark not defined.
2.1.6 Kerangka Pemikiran.....	Error! Bookmark not defined.
2.1.7 Hipotesis Penelitian	Error! Bookmark not defined.
BAB III	Error! Bookmark not defined.
OBJEK DAN METODE PENELITIAN	Error! Bookmark not defined.
3.1 Objek Penelitian.....	Error! Bookmark not defined.

3.2 Metode Penelitian.....	Error! Bookmark not defined.
3.2.1 Jenis Penelitian dan Metode yang digunakan .	Error! Bookmark not defined.
3.2.2 Operasionalisasi Variabel.....	Error! Bookmark not defined.
3.2.3 Jenis dan Sumber Data	Error! Bookmark not defined.
3.2.4 Populasi dan Sampel	Error! Bookmark not defined.
3.2.4.1 Populasi.....	Error! Bookmark not defined.
3.2.4.2 Sampel.....	Error! Bookmark not defined.
3.2.5 Teknik Penarikan Sampel	Error! Bookmark not defined.
3.2.6 Teknik Pengumpulan Data.....	Error! Bookmark not defined.
3.2.7 Pengujian Validitas dan Reliabilitas.....	Error! Bookmark not defined.
3.2.7.1 Validitas	Error! Bookmark not defined.
3.2.7.2 Pengujian Reliabilitas	Error! Bookmark not defined.
3.2.8 Rancangan Analisis Deskriptif dan Verifikatif ...	Error! Bookmark not defined.
3.2.9 Pengujian Hipotesis.....	Error! Bookmark not defined.
BAB IV	Error! Bookmark not defined.
HASIL DAN PEMBAHASAN	Error! Bookmark not defined.
4.1 Profil Mayoutfit.....	Error! Bookmark not defined.
4.1.2 Analisis Deskripsi	Error! Bookmark not defined.
4.2 Gambaran Citra Merek, Kesadaran Merek, Kualitas Poduk, dan Keputusan Pembelian	Error! Bookmark not defined.
4.2.1 Gambaran Citra Merek.....	Error! Bookmark not defined.
4.2.2 Gambaran Dimensi Kesadaran Merek.....	Error! Bookmark not defined.
4.2.3 Gambaran Dimensi Kualitas Produk	Error! Bookmark not defined.
4.2.3.6 Gambaran Dimensi <i>Esthetics</i>	Error! Bookmark not defined.
4.2.3.7 Gambaran <i>Perceived Quality</i>	Error! Bookmark not defined.
4.2.4 Gambaran Dimensi Keputusan Pembelian	Error! Bookmark not defined.
4.3 Analisis Verifikatif.....	Error! Bookmark not defined.
4.6 Pembahasan.....	Error! Bookmark not defined.
4.6.1 Pengaruh Citra Merek terhadap Keputusan Pembelian	Error! Bookmark not defined.
4.6.2 Pengaruh Kesadaran Merek terhadap Keputusan Pembelian	Error! Bookmark not defined.
4.6.3 Pengaruh Kualitas Produk terhadap Keputusan Pembelian	Error! Bookmark not defined.
4.6.4 Pengaruh Citra Merek, Kesadaran Merek dan Kualitas Produk terhadap Keputusan Pembelian	Error! Bookmark not defined.
BAB V	Error! Bookmark not defined.
KESIMPULAN DAN REKOMENDASI.....	Error! Bookmark not defined.

5.1 Kesimpulan **Error! Bookmark not defined.**

5.2 Rekomendasi..... **Error! Bookmark not defined.**

DAFTAR PUSTAKA.....8

DAFTAR PUSTAKA

- Agumba, G. O., Kirui, C., & Gudda, P. (2017). *Effect of Brand Awareness on Customer Retention in the Mobile Telecommunication Industry in Kenya : A Case of Airtel Kenya*. 5(1), 601–604.
- AISYAH, N. (2018). Pengaruh Kualitas Produk Dan Citra Merek Terhadap Keputusan Pembelian Pasta Gigi Pepsodent. *Ecodemica*, 2(2), 181–190.
- Ali, W., Arshad, S., & Nisar, Q. A. L. I. (2017). Impact of Brand Image , Brand Trust and Advertisement on Consumer Loyalty & Consumer Buying Behavior. *European Academic Research*.
- Andrianto. (2013). *Pembelian Mobil Jenis Mpv Merek Toyota Kijang Innova Di Semarang*.
- Anindyawati, S., Purwanggono, B., & Suliantoro, H. (2016). Analisis Pengaruh Kesadaran Merek, Asosiasi Merek, Persepsi Kualitas, Loyalitas Merek, dan Layanan Purna Jual terhadap Keputusan Pembelian Mobil Toyota (Studi Kasus Wilayah Semarang). *None*, 5(4).
- Ansari, S., Ansari, G., Ghorri, M. U., & Kazi, A. G. (2019). Impact of Brand Awareness and Social Media Content Marketing on Consumer Purchase Decision. *Journal of Public Value and Administration Insights*, 2(2), 5–10. <https://doi.org/10.31580/jpvai.v2i2.896>
- Anwar, S. K., Kusumawati, A., & Sanawiri, B. (2014). THE INFLUENCE OF BRAND AWARENESS AND PRODUCT ATTRIBUTE TOWARD PURCHASE DECISION (Study on the Undergraduate Students of Administrative Science Faculty of 2014 Batch as Samsung Smartphone Consumers and Users Customer). *Jurnal Administrasi Bisnis (JAB)*, 55(1), 214–221
- Aragao De Carvalho, C., & Boyanovsky, D. (1993). Long-range order of two interacting anyon-gas layers of opposite statistical charge. *Physical Review B*, 47(1), 334–341. <https://doi.org/10.1103/PhysRevB.47.334>
- Arie, M., & Ambolau, P. (2015). *The Influence of Brand Awareness and Brand Image on Purchase Decision*. 2(2), 1–8.
- Arslan, M., & Zaman, R. (2014). *Impact of Brand Image and Service Quality on Consumer Purchase Intention: A Study of Retail Store in Pakistan*. 4(22), 2225–2484.
- Awareness, P. B., & Image, B. (2012). Pengaruh Brand Awareness, Brand Image, Dan Media Communication Terhadap Keputusan Pembelian. *Management Analysis Journal*, 1(1). <https://doi.org/10.15294/maj.v1i1.505>
- Azmy, A., Nauyoman, D., & Zakky, M. (2020). The Effect Of Brand Image And Perception Of Products On The Purchase Decisions Of Matic Motorcycle In East Belitung. *Jurnal Administrasi Bisnis*, 9(1), 31–42. <https://doi.org/10.14710/jab.v9i1.25278>
- Belakang, A. L. (n.d.). *digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id*. 1–11.
- Bendixen, M., Bukasa, K. A., & Abratt, R. (2004). Brand equity in the business-to-business market. *Industrial Marketing Management*. <https://doi.org/10.1016/j.indmarman.2003.10.001>
- Chi, H. K. (2009). *Las-Plantas-Curativas.pdf*. 4(1), 135–144.
- Chinomona, R., & Maziriri, E. T. (2017). The influence of brand awareness, brand association and product quality on brand loyalty and repurchase intention: A case of male consumers for cosmetic brands in South Africa. *Journal of Business and Retail Management*

<https://doi.org/10.24052/jbrmr/v12is01/tiobabaapqoblariacomcfcbisa>

- Citra Kunia putri dan trisna insan Noor, 2011. (2013). Pengaruh Citra Merek, Kesadaran Merek, Kualitas Produk terhadap Keputusan Pembelian Produk Cudbury. *Analisis Pendapatan Dan Tingkat Kesejahteraan Rumah Tangga Petani*, 53(9), 1689–1699.
- Dewi, W. S., Hasiolan, L. B., & Minarsih, M. M. (2016). Pengaruh Kualitas Produk, Kepercayaan Terhadap Keputusan Pembelian Dengan Kepuasan Konsumen Sebagai Variabel Intervening. *Journal of Management*, 2(2).
- Dharma, N., & Sukaatmadja, I. (2015). Pengaruh Citra Merek, Kesadaran Merek, Dan Kualitas Produk Terhadap Keputusan Membeli Produk Apple. *E-Jurnal Manajemen Universitas Udayana*, 4(10), 255281.
- Dwiprakasa, B., & Dharmastuti, C. F. (2016). *Karakteristik reksa dana dan kinerja reksa dana saham di indonesia*. 13(1), 94–116.
- Ekawati, S., & Aryadirda, Y. (2018). Pengaruh brand image, brand awareness, dan kualitas produk terhadap keputusan pembelian produk planet popcorn pada mahasiswa fakultas ekonomi universitas tarumanagara jakarta. *Jurnal Ekonomi*, 20(3), 414–427. <https://doi.org/10.24912/je.v20i3.308>
- Evita, N., Kunci, K., Merek, C., & Pembelian, D. K. (2017). Pengaruh Citra Merek Terhadap Keputusan Pembelian (Studi Kasus Pada Bakso Boedjangan Cabang Burangrang Bandung Tahun 2017) the Influence of Brand Image Toward Purchasing Decision (Study Case At Bakso Boedjangan Burangrang Bandung in 2017). *Proceeding of Applied Science*, 3(2), 430.
- Fadly, H. D., & Utama. (2020). Membangun pemasaran online dan digital branding ditengah pandemi covid-19. *Jurnal Ecoment Global : Kajian Bisnis Dan Management*, 5, 213–222.
- Faircloth, J. B., Capella, L. M., & Alford, B. L. (2001). The Effect of Brand Attitude and Brand Image on Brand Equity. *Journal of Marketing Theory and Practice*, 9(3), 61–75. <https://doi.org/10.1080/10696679.2001.11501897>
- Fatlahah, A. (2013). Pengaruh Kualitas Produk dan Citra Merek Terhadap Keputusan Pembelian Es Krim Wall's Magnum. *Ilmu Manajemen*, 1(2), 472–485.
- 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(May), 271–285. <https://doi.org/10.1016/j.ijhm.2018.05.016>
- Francisco, A. R. L. (2013). Pengaruh Citra Merek (Brand Image) Terhadap Pengambilan Keputusan Pembelian Sepatu Nike Pada Mahasiswa FIK UNY. *Journal of Chemical Information and Modeling*, 53(9), 1689–1699.
- Gifani, A., & Syahputra. (2017). Pengaruh Citra Merek Terhadap Keputusan Pembelian Produk Smartphone Oppo Pada Mahasiswa Universitas Telkom. *Bisnis Dan Iptek*, 10(2), 84.
- Ginting, M., & Sembiring, H. (2018). *The Effect of Product Innovation, Product Quality And City Image on Purchase Decision of Uis Karo Woven Fabric*. 46(Ebic 2017), 593–598. <https://doi.org/10.2991/ebic-17.2018.94>
- Haratua Pandjaitan, D. R. (2018). An Analysis of Brand Awareness Influence on Purchase Intention in Bandar Lampung City's Online Transportation Service (Study on Y Generation Consumers). *KnE Social Sciences*, 3(10), 1–14. <https://doi.org/10.18502/kss.v3i10.3418>
- Hendra, H., Wilmar, P., Indonesia, B., Image, B., & Quality, P. (2017). Impact of Brand Image, Product Quality and Self-Efficacy on Purchase Decisions on Private Label Rights Products. *Expert Journal of Business and Management*, 5(2), 74–82.
- Herdana, A. (2015). Analisis Pengaruh Kesadaran Merek (Brand Awareness) Pada Produk Asuransi Jiwa Prudential Life Assurance (Studi Pada Pru Passion Agency Jakarta). *Jurnal*

- Riset Bisnis Dan Manajemen*, 3(1), 1–18.
- Hossien Emari. (2012). The mediatory impact of brand loyalty and brand image on brand equity. *African Journal of Business Management*, 6(17), 5692–5701. <https://doi.org/10.5897/ajbm11.788>
- Huang, C.-C., Wang, Y.-M., Wu, T.-W., & Wang, P.-A. (2013). An Empirical Analysis of the Antecedents and Performance Consequences of Using the Moodle Platform. *International Journal of Information and Education Technology*, 3(2), 217–221. <https://doi.org/10.7763/ijiet.2013.v3.267>
- Huang, R., & Sarigöllü, E. (2012). How brand awareness relates to market outcome, brand equity, and the marketing mix. *Journal of Business Research*, 65(1), 92–99. <https://doi.org/10.1016/j.jbusres.2011.02.003>
- Hurriyati, R. (2010). *Bauran Pemasaran dan Loyalitas Konsumen*. Alfabeta, CV.
- Ii, B. A. B., & Pembelian, A. K. (2009). *Pengenalan masalah Pencarian Informasi Evaluasi Alternatif Perilaku Pasca Pembelian Keputusan Pembelian*. 12–48.
- Imaningsih, E. S. (2018). The Model Of Product Quality, Promotion, Price, And Purchase Decisions. *Jurnal Ekonomi*, 23(2), 260–271. <https://doi.org/10.24912/je.v23i2.373>
- Invention, M. (2014). *The effect of brand image and brand loyalty on brand equity Abdullah Alhaddad*. 3(5), 28–32.
- Iv, B. A. B. (2002). *digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id*. 65–103.
- Jalleh, G., Donovan, R. J., Giles-Corti, B., & Holman, C. D. A. J. (2002). Sponsorship: Impact on brand awareness and brand attitudes. *Social Marketing Quarterly*, 8(1), 35–45. <https://doi.org/10.1080/15245000212545>
- Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, 57(1), 1. <https://doi.org/10.2307/1252054>
- Kerbrat, O., Mognol, P., & Hascoet, J.-Y. (2011). Journal of Computers in Industry. *A New DFM Approach to Combine Machining and Additive Manufacturing*, 62(9), 684–692.
- Khuong, M. N., & Duyen, H. T. M. (2016). Personal Factors Affecting Consumer Purchase Decision towards Men Skin Care Products — A Study in Ho Chi Minh City, Vietnam. *International Journal of Trade, Economics and Finance*, 7(2), 44–50. <https://doi.org/10.18178/ijtef.2016.7.2.497>
- Khuong, M. N., & Tram, V. N. B. (2015). The Effects of Emotional Marketing on Consumer Product Perception, Brand Awareness and Purchase Decision — A Study in Ho Chi Minh City, Vietnam. *Journal of Economics, Business and Management*, 3(5), 524–530. <https://doi.org/10.7763/joebm.2015.v3.240>
- Kotler, P., & Armstrong, G. (2008). *Prinsip – Prinsip Pemasaran*. Erlangga.
- Kumalasari, P. (2013). *Analisis Pengaruh Brand Awareness dan Brand Image Terhadap Brand Equity dan Dampaknya pada Minat Beli Konsumen (Studi Kasus Product Placement Mie Instant Indomie dalam Film 5cm)*.
- Lestari, R. B. (2016). Membangun Citra Sebuah Kota Dalam Persaingan Global Melalui City Branding. *Jurnal Ilmiah STIE Multi Data Palembang*, 5(1), 68–79.
- Li, X. G., Wang, X., & Cai, Y. J. (2011). Corporate-, product-, and user-image dimensions and purchase intentions: The mediating role of cognitive and affective attitudes. *Journal of Computers*, 6(9), 1875–1879. <https://doi.org/10.4304/jcp.6.9.1875-1879>
- Lin, N.-H., & Lin, B.-S. (2007). The Effect of Brand Image and Product Knowledge on Purchase Intention Moderated by Price Discount. *Journal of International Management Studies*, 2(2), 121–132. [http://www.jimsjournal.org/13 Nan-Hong Lin.pdf](http://www.jimsjournal.org/13%20Nan-Hong%20Lin.pdf)
- Macdonald, E. K., & Sharp, B. M. (2000). Brand Awareness Effects on Consumer Decision Making for a Common, Repeat Purchase Product: A Replication. *Journal of Business Research*, 48(1), 5–15. [https://doi.org/10.1016/S0148-2963\(98\)00070-8](https://doi.org/10.1016/S0148-2963(98)00070-8)

- Malik, M. E., Ghafoor, M. M., & Iqbal, H. K. (2013). Impact of Brand Image and Advertisement on Consumer Buying Behavior. *World Applied Sciences Journal*. <https://doi.org/10.5829/idosi.wasj.2013.23.01.824>
- Marlowe, C. (2017). 2 (1.2). *The New Oxford Shakespeare: Critical Reference Edition, Vol. 2*, 4(1), 2580–2581. <https://doi.org/10.1093/oseo/instance.00191269>
- Martina, S., & Hakim, L. (2018). Kesadaran Merek Pengaruhnya Pada Keputusan Pembelian Wisatawan Domestik. *Jurnal Ecodemica: Jurnal Ekonomi, Manajemen, Dan Bisnis Universitas Bina Sarana Informatika*, 2(2), 253–262. <https://ejournal.bsi.ac.id/ejurnal/index.php/ecodemica/article/view/4458/pdf>
- Meher Neger, & Burhan Uddin. (2020). Factors Affecting Consumers' Internet Shopping Behavior During the COVID-19 Pandemic: Evidence From Bangladesh. *Chinese Business Review*, 19(3), 91–104. <https://doi.org/10.17265/1537-1506/2020.03.003>
- Mehrullah, J., & Rohail, K. (2018). The Impact Of Consumer Interaction On Social Media On Brand Awareness and Purchase Intention (Case Study of Samsung). Mehrullah Jamali Rohail Khan. *Journal of Marketing and Logistics*, I (August 2018), 114-129. <http://jml.kasbit.edu.pk/Current Issue/Page 114-129.pdf>;
- Meylani. (2016). Daftar Pustaka Daftar Pustaka. *Pemikiran Islam Di Malaysia: Sejarah Dan Aliran*, 20(5), 40–43. https://books.google.co.id/books?id=D9_YDwAAQBAJ&pg=PA369&lpg=PA369&dq=Prawirohardjo,+Sarwono.+2010.+Buku+Acuan+Nasional+Pelayanan+Kesehatan++Maternal+dan+Neonatal.+Jakarta:+PT+Bina+Pustaka+Sarwono+Prawirohardjo.&source=bl&ots=riWNmMFyEq&sig=ACfU3U0HyN3I
- Murdapa, P. (2020). *The Effect of Price, Product Design, Product Quality and Brand Image on Purchase Decisions*. <https://doi.org/10.4108/eai.3-10-2019.2291907>
- Musay, F. (2013). Pengaruh Brand Image Terhadap Keputusan Pembelian (Survei Pada Konsumen Kfc Kawi Malang). *Jurnal Administrasi Bisnis SI Universitas Brawijaya*, 3(2), 74236.
- Muzaqqi, A. dkk. (2016). (Survei pada Konsumen Pembeli dan Pengguna Produk Sari Apel SIIPLAH di Perumahan Saxophone Kecamatan Lowokwaru Kota Malang). *Jurnal Administrasi Bisnis (JAB)*, 31(1), 26–34.
- Nigam, A., & Kaushik, R. (2011). Impact of Brand Equity on Customer Purchase Decisions: An Empirical Investigation with Special Reference to Hatchback Car Owners in Central Haryana. *IJCEM International Journal of Computational Engineering & Management*, 12(April), 2230–7893.
- Novansa, H., & Ali, H. (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>
- Novia Karlina, N., & Seminari, N. (2015). Pengaruh Citra Merek Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Pt. Karya Pak Oles Tokcer Denpasar. *E-Jurnal Manajemen Universitas Udayana*, 4(6), 255153.
- Ong, I. A., & Sugiharto, S. (2013). Analisa Pengaruh Strategi Diferensiasi, Citra Merek, Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Pelanggan Di Cincau Station Surabaya. *Manajemen Pemasaran*, 2(2), 1–11.
- Pada, D., & Pembelian, K. (2007). ANALISIS PENGARUH KUALITAS LAYANAN DAN CITRA MEREK TERHADAP MINAT BELI DAN DAMPAKNYA PADA KEPUTUSAN PEMBELIAN (Studi Pada Pengguna Telepon Seluler Merek Sony Ericson di Kota Semarang). *Jurnal Sains Pemasaran Indonesia*, 6(3), 261–276. <https://doi.org/10.14710/jspi.v6i3.261-276>
- Percy, L., & Rossiter, J. R. (1998). *A Model of Brand Awareness and Brand Attitude Advertising Strategies : ABSTRACT*. 9(August 1992), 263–274.

- Prasetya, E. G., Yulianto, E., & Sunarti, S. (2018). Pengaruh Brand Image Terhadap Keputusan Pembelian (Survei Pada Mahasiswa Fakultas Ilmu Administrasi Bisnis Program Studi Administrasi Bisnis angkatan 2014 konsumen Air Mnineral Aqua). *Jurnal Administrasi Bisnis*, 62(2), 214–221.
- Pustaka, K., Pemikiran, K., & Hipotesis, D. a N. (2004). *Bab II Kajian Pustaka , Kerangka Pemikiran Dan Hipotesis. i*, 16–45.
- Putra, D. A., Hufron, M., & Slamet, A. R. (2017). Pengaruh Brand Image dan Kualitas Produk terhadap Keputusan Pembelian Mobil Toyota Agya di Kota Malang. *Jurnal Ilmiah Riset Manajemen UNISMA*, 06(1), 122–129. <http://riset.unisma.ac.id/index.php/jrm/article/view/276/322>
- Putri, L., & Saifuddin, M. (2020). Implementasi Strategi Promosi Produk dalam Proses Keputusan Pembelian Melalui Digital Marketing Saat Pandemi Covid ' 19 Jurnal MANOVA Volume 2 Nomor 2 , ISSN : 2685-4716 IMPLEMENTASI STRATEGI PROMOSI PRODUK DALAM PROSES. *Jurnal MANOVA*, 2(2), 23–31.
- Putri, Y. L., & Utomo, H. (2017). Pengaruh Kualitas Pelayanan terhadap Loyalitas Pelanggan dengan Kepuasan sebagai Variabel Intervening (Studi Persepsi Pada Pelanggan Dian Compp Ambarawa). *Among Makarti*, 10(19), 70–90.
- Radder, L., & Huang, W. (2008). High-involvement and low-involvement products: A comparison of brand awareness among students at a South African university. In *Journal of Fashion Marketing and Management* (Vol. 12, Issue 2, pp. 232–243). <https://doi.org/10.1108/13612020810874908>
- Reynaldi, G., & Suprpti, N. (2017). Pengaruh Bauran Pemasaran Terhadap Loyalitas Pelanggan Mobil Merek "Honda"™ Di Kota Denpasar. *E-Jurnal Manajemen*, 6(1), 375–401.
- Rizan, M., Nauli, M. O., & Mukhtar, S. (2017). the Influence of Brand Image, Price, Product Quality and Perceive Risk on Purchase Decision Transformer Product Pt. Schneider Indonesia. *JRMSI - Jurnal Riset Manajemen Sains Indonesia*, 8(1), 101. <https://doi.org/10.21009/jrmsi.008.1.06>
- Sanjaya, R. S. (2017). *Omzet Penjualan Unit Usaha Aqiqah Pada Laz Nurul Hayat Medan (Pendekatan Analisis Swot) Pada Laz Nurul Hayat Medan*.
- Sasmita, J., & Mohd Suki, N. (2015). Young consumers' insights on brand equity: Effects of brand association, brand loyalty, brand awareness, and brand image. *International Journal of Retail and Distribution Management*, 43(3), 276–292. <https://doi.org/10.1108/IJRDM-02-2014-0024>
- Severi, E., & Ling, K. C. (2013). The mediating effects of brand association, brand loyalty, brand image and perceived quality on brand equity. *Asian Social Science*, 9(3), 125–137. <https://doi.org/10.5539/ass.v9n3p125>
- Silviana, A. D. (2019). *PENGARUH HARGA DAN CELEBRITY ENDORSER TERHADAP KEPUTUSAN PEMBELIAN PRODUK MAYOUTFIT (Survei Pada Konsumen Mayoutfit Cabang Gegerkalong)*. 16–45.
- Situmorang, R. R. (2017). Pengaruh Bauran Pemasaran Dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan (Studi Pada Hotel Dyan Graha Pekanbaru). *Jom Fisip*, 4(2), 1–12.
- Soehadi, A. W. (2005). *Effective Branding : Konsep dan Aplikasi Pengembangan Merek yang Sehat dan Kuat*. Quantum Bisnis & Manajemen.
- Sugiri, D. (2020). Menyelamatkan Usaha Mikro, Kecil dan Menengah dari Dampak Pandemi Covid-19. *Fokus Bisnis : Media Pengkajian Manajemen Dan Akuntansi*, 19(1), 76–86. <https://doi.org/10.32639/fokusbisnis.v19i1.575>
- Sukardi. (2013). Bab Iii Metode Penelitian a. *METODE PENELITIAN ILMIAH*, 84, 487–492. <http://ir.obihiro.ac.jp/dspace/handle/10322/3933>
- Sulistiyawati, P. (2011). Analisis Pengaruh Citra Merek Dan Kualitas Produk Terhadap

- Keputusan Pembelian Laptop Merek Acer di Kota Semarang. *Manajemen*, 1–25.
- Thompson, C. J., Rindfleisch, A., & Arsel, Z. (2006). Emotional branding and the strategic value of the doppelgänger brand image. *Journal of Marketing*, 70(1), 50–64. <https://doi.org/10.1016/j.jneb.2005.11.002>
- Tjiptono, F., & Gregorius, C. (2017). *Pemasaran Strategik: Edisi 3*. ANDI.
- Trisnawati, N., & Pangestika, A. W. (2018). Pengaruh Kualitas Produk, Citra Merek Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Pada Toko Fashion Mayoutfit Cabang Bekasi. *Ikraith Ekonomika, Volume 1*(2).
- Troyen, C. (1986). The Open Window and the Empty Chair: Charles Sheeler’s “View of New York.” *American Art Journal*, 18(2), 24. <https://doi.org/10.2307/1594448>
- Utomo, I. W. (2017). Pengaruh Brand Image, Brand Awareness, dan Brand Trust Terhadap Brand Loyalty Pelanggan Online Shopping (Studi Kasus Karyawan Di BSI Pemuda). *Jurnal Komunikasi*, VIII(1), 80. <http://ejournal.bsi.ac.id/ejurnal/index.php/jkom/article/view/2327/1607>
- Widyastuti, P. (2020). Analisis Keputusan Pembelian : Fenomena Panic Buying Dan Service Convenience (Studi Pada Grocery Store Di Dki Jakarta). *Proceeding SENDIU*, 1(6), 583–591.
- Xian, Gou Li, dkk. (2011). A study on Demonetization and its Impact on Corruption and Black Money. *Saudi Journal of Humanities and Social Sciences*, 2(5), 597–610. <https://doi.org/10.21276/sjhss>
- Zhang, Y. (2015). The Impact of Brand Image on Consumer Behavior: A Literature Review. *Open Journal of Business and Management*, 03(01), 58–62. <https://doi.org/10.4236/ojbm.2015.31006>
- Ferdinand, Augusty, (2014). “*Metode Penelitian Manajemen Pedoman Penelitian untuk Penulisan Skripsi, Tesis dan Disertasi Ilmu Manajemen*”. Badan Penerbit Universitas Diponegoro.
- Ferdinand, Augusty, (2014). “*Structural Equation Modeling dalam Penelitian Manajemen Aplikasi Model-Model Rumit Dalam Penelitian Untuk Skripsi, Tesis dan Disertasi Doktor*”. Badan Penerbit Universitas Diponegoro.
- Hurriyati, Ratih. (2005). “*Bauran Pemasaran dan Loyalitas Konsumen*”. Alfabeta : Bandung
- Kotler, Keller. (2016). “*Marketing Management*”. 15e, Boston, Pearson Education.
- Kotler, Phillip dkk. (2019). “*Marketing 4.0 Bergerak dari Tradisional ke Digital*”. Jakarta : PT Gramedia Pustaka Utama
- Kusnendi, (2008). “*Model-model Persamaan Struktural. Satu dan Multigroup Sampel dengan Lisrel*”.. Alfabeta : Bandung.
- Rangkuti, Freddy, (2016). “*Teknik Membedah Kasus Bisnis Analisis SWOT*”. Jakarta : PT Gramedia Pustaka Utama.
- Cnbcindonesia.com. “*Gairah Industri Fashion Indonesia*”, <https://www.cnbcindonesia.com/lifestyle/20190712155341-35-84555/gairah-industri-fashion-indonesia>, 14 Juli 2019 (Diakses pada 17 Desember 2019).
- Elshinta.com. “*Generasi millennial ingin bisnis clothing line? simak caranya berikut ini*”, <https://elshinta.com/news/152695/2018/08/10/generasi-millennial-ingin-bisnis-clothing-line-simak-caranya-berikut-ini>, 10 Agustus 2018 (Diakses pada 17 Desember 2019).

Femina.co.id. “*Fenomena Fast Fashion Clothing*”.
<https://www.femina.co.id/article/fenomena-fast-fashion-clothing>, 10 Oktober 2013 (Diakses pada 21 Januari 2020).

Fimela.com. “*Berkembang, Industri Fashion Indonesia Menyumbang Kontribusi PDB Nasional*” <https://www.fimela.com/fashion-style/read/3779465/berkembang-industri-fashion-indonesia-menyumbang-kontribusi-pdb-nasional>, 29 Maret 2018 (Diakses pada 18 Desember 2019).

Kompasiana.com. “*Perkembangan Trend Fashion di Indonesia*”,
<<https://www.kompasiana.com/annisamega/588321f3cc92731105931d89/perkembangan-trend-fashion-di-indonesia?page=all>>, 21 Januari 2017 (Diakses pada 21 Januari 2020).

Kompasiana.com. “*Fesyen, Jati Diri atau Sekadar Kekinian?*”.
<https://www.kompasiana.com/manachemvr/5c0a920a43322f02397ac298/fashion-jati-diri-atau-sekedar-kekinian?page=all>, 07 Desember 2018 (Diakses 18 Desember 2019).

Republika.co.id. “*Fast Fashion dan Syariah yang Dikambinghitamkan*”.
<https://republika.co.id/berita/q0hwaj349/fast-fashion-dan-syariah-yang-dikambinghitamkan>, 05 November 2019 (Diakses pada 21 Januari 2020).