

DAFTAR PUSTAKA

- Aaker, D.A., 2018. *Manajemen Ekuitas Merek*. Alih Bahasa Aris Ananda. Jakarta: Mitra Utama
- Abdulsyani. 2012. *Sosiologi : Skematika, Teori, dan Terapan*. Jakarta: Bumi Aksara
- Ajitha, Soundararaj dan V.J. Sivakumar. 2019. "The moderating role of age and gender on the attitude towards new luxury fashion brands". *Journal of Fashion Marketing and Management* Vol. 23 No. 4 <https://doi.org/10.1108/JFMM-05-2018-0074>
- Anoraga, Pandji. 2011. *Pengantar Bisnis: Pengelolaan Bisnis dalam Era Globalisasi*. Jakarta: Rineka Cipta
- Bain and Company, 2018. Global personal luxury goods market expected to grow by 6-8 percent to €276-281b in 2018, driven by strong rebound in China. Available at <https://www.bain.com/about/media-center/press-releases/2018/bain-spring-luxuryreport-2018/2>.
- Becker, K., Jung W.L., dan Helena M.N.. 2018. "The Concept of Luxury Brand and the Relationship between Consumer and Luxury Brands". *Journal of Asian Finance, Economics and Business* Vol. 5 No 3 51-63 <https://doi:10.13106/jafeb.2018.vol5.no3.51>
- Bhaduri, Gargi dan Nancy Stanforth. 2016. "Evaluation of absolute luxury: effect of cues, consumers' need for uniqueness, product involvement and product knowledge on expected price". *Journal of Fashion Marketing and Management* Vol. 20 (4) <https://doi.org/10.1108/JFMM-12-2015-0095>
- Chowdhury, T.A., dan Tania Akter. 2018."Fashion Attributes preferred by young Bangladeshi consumers while buying casual clothes: A multi-dimensional approach". *Journal of Fashion Marketing and Management*. Vol. 22 (4) <https://doi.org/10.1108/JFMM-02-2018-0018>
- Deloitte Southeast Asia. 2015. *Deloitte Consumer Insight Capturing Indonesia's Latent Market*. Deloitte Southeast Asia
- Dimock, Michael. 2019. *Defining generations: Where Millenials end and Generation Z begins*. Pew Research Center.
- Dobre, C., Anca M.M., Cristian D., Gheorghe P., dan Amadea A.. 2021. "The Common Values of Social Media Marketing and Luxury Brands. The Millenials and Generation Z perspective". *Journal of Theoretical and Applied Electronic Commerce Research* Vol. 16 (7) <https://doi.org/10.3390/jtaer16070139>
- Durianto, D., Sugiarto, dan Tony S. 2017. *Strategi Menaklukkan Pasar: Melalui Riset Ekuitas dan Perilaku Merek*. Jakarta: PT. Gramedia Pustaka Utama
- Engel, J.F., Roger D. Blackwell, Paul W. Miniard. 2012. *Perilaku Konsumen*. Edisi 6, Alih Bahasa Budijanto. Jakarta: Binarupa Aksara

- Franco, J.C., Dildar H., dan Rod M.. 2019. "Luxury fashion and sustainability: looking good together". *Journal of Business Strategy* Vol. 41 (4) pp 55-61 <https://doi.org/10.1108/JBS-05-2019-0089>
- Gazzola, P., Enrica P., Roberta P., Daniele G.. 2020. "Trends in the Fashion Industry. The Perception of Sustainability and Circular Economy: A Gender/Generation Quantitative Approach". *Sustainability* Vol 12 <https://doi.org/10.3390/su12072809>
- Ghozali, Imam. 2018. *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Semarang: Badan Penerbit Universitas Diponegoro
- Hendro. 2011. *Dasar-Dasar Kewirausahaan*. Jakarta: Erlangga
- Hinduan, Z.R., Adilla A., dan Muhammad I.A.. 2020. *The New Generation Z in Asia: Dynamics, Differences, Digitalisation*. United Kingdom of Great Britain and Northern Ireland: Emerald Publishing Limited
- Ismail, A. R., dan Bang N.. 2018. "Impact of Perceived Social Media Marketing Activities on Brand-and Value Consciousness: Role of Usage, Materialism and Conspicuous Consumption". *International Journal of Internet Marketing and Advertising* Vol 12 (3) pp 233-254 <https://doi.org/10.1504/IJIMA.2018.093387>
- Ismail, A.R., Bang N., Junsong C., T.C. Melewar, dan Bahtiar M.. 2019. "Brand engagement in self-concept (BESC), value consciousness and brand loyalty: a study of generation Z consumers in Malaysia". *Young Consumers* Vol 22 (1) <https://doi.org/10.1108/YC-07-2019-1017>
- Jebarajakirthy, Charles dan Manish Das. 2020. "Impact of acculturation to western culture (AWC) on western fashion luxury consumption among Gen-Y consumers in the Asia-Pacific region". *Journal of Retailing and Consumer Services* Vol. 56 <https://doi.org/10.1016/j.jretconser.2020.102179>
- Kapferer, J.N., dan Vincent Bastien. 2012. *The luxury strategy: break the rules of marketing to build luxury brands* (2nd edn). London: Kogan-Page.
- Kautish, P., Arpita K., dan Rajesh S.. 2020. "Influence of values, brand consciousness and behavioral intentions in predicting luxury fashion consumption". *Journal of Product and Brand Management* Vol 30 (4) <https://doi.org/10.1108/JPBM-08-2019-2535>
- Kerviler, Gwarlann de dan Carlos M. Rodriguez. 2019. "Luxury brand experiences and relationship quality for Millennials: The role of self-expansion". *Journal of Business Research* Vol. 102 hal. 250-262 <https://doi.org/10.1016/j.jbusres.2019.01.046>
- Ko, E., John P.C., dan Charles R.T.. 2017. "What is a luxury brand? A new definition and review of the literature". *Journal of Business Research* Vol. 99 hal. 405-413 <https://doi.org/10.1016/j.jbusres.2017.08.023>
- Koeswara, Sonny. 1995. *Pemasaran Industri (Industrial Marketing)*. Jakarta: Djambatan

- Kotler, Philip dan Gary Armstrong. 2016. *Principles of Marketing*. 16th Edition. England: Pearson Education, Inc
- Kotler, Philip dan Kevin L. Keller. 2016. *Marketing Management*, 15th edition. England: Pearson Education, Inc.
- Mishra, S., Sheetal J., dan Mohammed N.K.. 2017. "Understanding consumer behavior regarding luxury fashion goods in India based on the theory of planned behavior". *Journal of Asia Business Studies* Vol. 11 (1) <https://doi.org/10.1108/JABS-08-2015-0118>
- Mrad, M., Joelle M., Charles C.C., dan Zeinab E.K.. 2020. "Brand addiction in the context of luxury and fast-fashion brands". *Journal of Retailing and Consumer Services* Vol 55 <https://doi.org/10.1016/j.jretconser.2020.102089>
- Mundel, J., Patricia H., dan Michael V.. 2017. "An exploration study of consumers' perceptions: What are affordable luxuries?". *Journal of Retailing and Consumers Services* Vol. 35 hal. 68-75 <https://doi.org/10.1016/j.jretconser.2016.12.004>
- Nobre, Helena dan Claudia Simoes. 2019. "Newlux Brand Relationship Scale: Capturing the scope of mass-consumed luxury brand relationships". *Journal of Business Research* Vol. 102 hal. 328-338 <https://doi.org/10.1016/j.jbusres.2019.01.047>
- Pencarelli, T., Viktoria A.T., Veronika S., Tomas V., dan Richard F.. 2019. "Luxury Products and Sustainability Issues from the Perspective of Young Italian Consumers". *Sustainability* Vol. 12 (1) <https://doi.org/10.3390/su12010245>
- Pham, M., Pierre V.F., dan Franck V.. 2018. "Luxury brand desirability and fashion equity: The joint moderating effect on consumers' commitment toward luxury brands". *Psychology and Marketing* Vol. 35 (12) Hal. 902-912 <https://doi.org/10.1002/mar.21143>
- Schiffman, L.G., dan Kanuk, L.L.. 2010. *Consumer Behavior* (10th ed). New Jersey, Pearson Prentice Hall
- Sekaran, U. dan Roger B.. 2016. *Research Methods for Business: A Skill-Building Approach* 7th edition. United Kingdom: John Wiley & Sons
- Shin, H., Jacqueline K.E., dan David M.. 2017. "The effect of a limited-edition offer following brand dilution on consumer attitudes toward a luxury brand". *Journal of Retailing and Consumer Services* Vol. 38 hal. 59-70 <https://doi.org/10.1016/j.jretconser.2017.05.009>
- Shin, H., Jacqueline K.E., dan Yuan Li. 2021. "Is is love or just like? Generation Z's brand relationship with luxury". *Journal of Product and Brand Management* Vol. 31 No. 3 pp 394-414 <https://doi.org/10.1108/JPBM-08-2020-3049>
- Snyder, C.R., dan Howard L. Fromkin. 1980. *Uniqueness: The Human Pursuit of Difference*. New York: Plenum Press
- Soekanto, Soerjono. 2013. *Peranan Sosiologi : Suatu Pengantar*. Jakarta: Rajawali Pers

- Soh, C.Q.Y., Sajad R., dan Man L.G.. 2017. "A structural model of the antecedents and consequences of Generation Y luxury fashion goods purchase decision". *Young Consumers* Vol. 18 (2) <https://doi.org/10.1108/YC-12-2016-00654>
- Solomon, Michael R. 2011. *Consumer Behavior: Buying, Having, and Being* (9th ed). New Jersey, Pearson Education
- Song, L., Yan M., Hua C., Wenjing L., dan Kang T.. 2021. "How counterfeit dominance affects luxury fashion brand owners' perceptions: A cross-cultural examination". *Journal of Business Research* Vol 130 pp 1-13 <https://doi.org/10.1016/j.jbusres.2021.02.046>
- Sreejesh, S., Sanjay M., dan M.R. Anusree. 2014. *Business Research Methods: An Applied Orientation*. Switzerland: Springer International Publishing
- Sriyadi. 1991. *Bisnis Pengantar Ilmu Perusahaan Modern*. Semarang: IKIP Press
- Stanton, William J. 2012. *Prinsip Pemasaran*. (Yohanes Lamarto, Terjemahan). Jakarta: Erlangga
- Sugiyono. 2017. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta
- Sun, G., Steven D'A., dan Lester W.J.. 2016. "Exploring luxury value perceptions in China: Direct and indirect effects". *International Journal of Market Research* Vol. 58 (5) <https://doi.org/10.2501/IJMR-2016-021>
- Sunarto, Kamanto. 2004. *Pengantar Sosiologi*. Jakarta: Lembaga Penerbit Fakultas Ekonomi Universitas Indonesia
- Suryani, Tatik. 2013. *Perilaku Konsumen di Era Internet: Implikasinya pada strategi pemasaran*. Jakarta: Graha Ilmu
- Swastha, Basu. 2016. *Manajemen Pemasaran Modern*. Yogyakarta: Liberty
- Tak, Preeti. 2020. "Antecedents of Luxury Brand Consumption: An Emerging Market Context". *Asian Journal of Business Research* Vol. 10 (2) <https://doi:10.14707/ajbr.200082>
- Teimourpour, Bahar dan Kambiz Heidarzadeh Hanzae. 2011. "The Impact of culture on luxury consumption behavior among Iranian consumers". *Journal of Islamic Marketing* Vol. 2 (3) hal. 309-328 <https://doi.org/10.1108/17590831111164822>
- Textile Excellence, 2018. Asia pacific is emerging market for luxury apparel. www.textileexcellence.com/news/details/3076/asia-pacific-is-emerging-market-for-luxury-apparel.
- The Business of Fashion & McKinsey & Company, 2018. The state of fashion. https://cdn.businessoffashion.com/reports/The_State_of_Fashion_2018_v2.pdf
- Tian, K.T., William B., dan Gary H. 2001. "Consumers' Need for Uniqueness: Scale Development and Validation". *Journal of Consumer Research* Vol. 28 (1) pp 50-66 <https://doi.org/10.1086/321947>
- Tjiptono, Fandy. 2011. *Manajemen dan strategi merek*. Andi Offset: Yogyakarta

Tjiptono, Fandy. 2015. *Strategi Pemasaran Edisi 4*. Andi Offset: Yogyakarta