

## DAFTAR PUSTAKA

- Aguirre, E., Mahr, D., Grewal, D., de Ruyter, K., & Wetzels, M. (2015). Unraveling the personalization paradox: The effect of information collection and trust-building strategies on online advertisement effectiveness. *Journal of Retailing*, 91(1), 34–49. <https://doi.org/10.1016/j.jretai.2014.09.005>
- Akdim, K., Casaló, L. V., & Flavián, C. (2022). The role of utilitarian and hedonic aspects in the continuance intention to use social mobile apps. *Journal of Retailing and Consumer Services*, 66, 102888. <https://doi.org/10.1016/j.jretconser.2021.102888>
- Arnold, M. J., & Reynolds, K. E. (2003). Hedonic shopping motivations. *Journal of Retailing*, 79(2), 77– [https://doi.org/10.1016/S0022-4359\(03\)00007-1](https://doi.org/10.1016/S0022-4359(03)00007-1)
- Atulkar, S., & Kesari, B. (2017). Satisfaction, loyalty and repatronage intentions: Role of hedonic shopping values. *Journal of Retailing and Consumer Services*, 39, 23–34. <https://doi.org/10.1016/j.jretconser.2017.06.013>
- Behera, R. K., Gunasekaran, A., Gupta, S., Kamboj, S., & Bala, P. K. (2020). Personalized digital marketing recommender engine. *Journal of Retailing and Consumer Services*, 53, 101799. <https://doi.org/10.1016/j.jretconser.2019.03.026>
- Burke, R. R. (2002). Technology and the customer interface: What consumers want in the physical and virtual store. *Journal of the Academy of Marketing Science*, 30(4), 411–432. <https://doi.org/10.1177/009207002236914>
- Chen, Z., Gong, Y., Huang, R., & Lu, X. (2024). How does information encountering enhance purchase behavior? The mediating role of customer inspiration. *Journal of Retailing and Consumer Services*, 78, 103772. <https://doi.org/10.1016/j.jretconser.2024.103772>
- Davis, F. (1994). *Fashion, Culture, and Identity*. University of Chicago Press.
- Deci, E. L., & Ryan, R. M. (1985). *Intrinsic Motivation and Self-Determination in Human Behavior*. Plenum Press.
- Festinger, L. (1954). A theory of social comparison processes. *Human Relations*, 7(2), 117–140. <https://doi.org/10.1177/001872675400700202>
- Garaus, M., Wagner, U., & Kummer, C. (2015). Cognitive fit, retail shopper confusion, and shopping value: Empirical investigation. *Journal of Business Research*, 68(5), 1003–1011. <https://doi.org/10.1016/j.jbusres.2014.10.002>
- Geyik, P., & Weijo, H. (2025). How consumer market orientations shape algorithmic appreciation and avoidance in fashion. *International Journal of Research in Marketing*, 42(4), 1187–1202. <https://doi.org/10.1016/j.ijresmar.2025.07.007>

- Helinski, C., Westmattmann, D., & Schewe, G. (2025). Necessary and sufficient values: A dual perspective on consumers' willingness to pay premiums and purchase intentions for circular fashion. *Journal of Cleaner Production*, 501, 145220. <https://doi.org/10.1016/j.jclepro.2025.145220>
- Jain, G., Paul, J., Shrivastava, A., & Sindhvani, R. (2021). Hyperpersonalization, co-creation, digital clienteling and transformation. *Journal of Business Research*, 124, 12–23. <https://doi.org/10.1016/j.jbusres.2020.11.034>
- Jasrotia, S. S., Kwok, A. P. K., & Koul, S. (2025). Exploring the impact of social relationships and system experiences on consumers' acceptance of social commerce in the fashion sector: An empirical study. *International Journal of Information Management Data Insights*, 5(1), 100371. <https://doi.org/10.1016/j.ijime.2025.100371>
- Kautish, P., Purohit, S., Filieri, R., & Dwivedi, Y. K. (2023). Examining the role of consumer motivations to use voice assistants for fashion shopping: The mediating role of awe experience and eWOM. *Technological Forecasting and Social Change*, 190, 122407. <https://doi.org/10.1016/j.techfore.2023.122407>
- Kim, M. J., & Hall, C. M. (2019). A hedonic motivation model in virtual reality tourism: Comparing visitors and non-visitors. *International Journal of Information Management*, 46, 236–249. <https://doi.org/10.1016/j.ijinfomgt.2018.11.016>
- Liu, T. T., Tan, C. S. L., & Quintero Rodriguez, C. (2025). Virtual consumption in luxury brands: Consume purchase motivations of virtual luxury fashion in virtual worlds. *Journal of Fashion Marketing and Management*, 29(5), 844–862.
- Mahdieh, O., Mohammadi, S., & Mohammadi, F. (2024). The effect of social media marketing on purchase intention with the mediating role of brand awareness and consumer motivation. *Interdisciplinary Journal of Management Studies*, 17(4), 1043–1062. <https://doi.org/10.22059/IJMS.2024.364512.676155>
- Sugiyono, (2019). *Metode Penelitian, Kuantitatif, dan RND*. Bandung: Alfabeta
- Mehmood, K., Rehman, M. A., Abbass, A., & Woyo, E. (2025). Adaptive Pathways: Understanding Consumer Adaptive Behavior Toward *Hyperpersonalized* Fashion Retailing in Emerging Markets. *Journal of Consumer Behaviour*, 24(5), 2442–2459. <https://doi.org/10.1002/cb.70016>
- Miceli, G. “Nino,” Ricotta, F., & Costabile, M. (2007). Customizing customization: A conceptual framework for interactive personalization. *Journal of Interactive Marketing*, 21(2), 6–25. <https://doi.org/10.1002/dir.20076>
- Ong, A. K. S., German, J. D., Almario, A. Y. V., Vistan, J. M. V., Galang, J. A. P., Dantis, J. R., & Balboa,

- E. (2024). Consumer Behavior Analysis and Open Innovation on Actual Purchase from Online Live Selling: A case study in the Philippines. *Journal of Open Innovation: Technology, Market, and Complexity*, 10(2), 100283. <https://doi.org/10.1016/j.joitmc.2024.100283>
- Pallant, J., Sands, S., & Karpen, I. O. (2020). Product customization: A profile of consumer demand. *Journal of Retailing and Consumer Services*, 54, 102030. <https://doi.org/10.1016/j.jretconser.2019.102030>
- Pan, Y., & Zinkhan, G. M. (2006). Determinants of retail patronage: A meta-analytical perspective. *Journal of Retailing*, 82(3), 229–243. <https://doi.org/10.1016/j.jretai.2005.11.008>
- Parker, C. J., & Wang, H. (2016). Examining Hedonic and Utilitarian Motivations for M-Commerce Fashion Retail App Engagement. *Journal of Fashion Marketing and Management*, 20(4), 487–506. <https://doi.org/10.1108/JFMM-02-2016-0015>
- Sebald, A. K., & Jacob, F. (2018). Help welcome or not? Understanding consumer shopping motivation in curated fashion retailing. *Journal of Retailing and Consumer Services*, 44, 188–203. <https://doi.org/10.1016/j.jretconser.2018.06.006>
- Subramanyan, V. (2014). What's the Hype Around "Hyper-Personalization"? In *Business 2 Community*. Vázquez-Atochero, A., & Romero-Sanz, A. (2025). Philosophy of clothing. Fashion as a social vector: Unraveling the influence of digital times. *Women's Studies International Forum*, 109(January). <https://doi.org/10.1016/j.wsif.2025.103063>
- Sekaran, U., & Bougie, R. (2011). *Research methods for business: A skill building approach* (5th ed.). Chichester: John Wiley & Sons Ltd.
- Xie, G. (2026). The impact of generative AI shopping assistants on *E-commerce* consumer motivation and behavior: Consumer-AI interaction design. *International Journal of Information Management*, 86, 102983. <https://doi.org/10.1016/j.ijinfomgt.2025.102983>
- Hair, J.F., Black, W.C., Banin, B.J., & Anderson, R.E. (2019). *Multivariate data analysis* (8th ed.). Hampshire: Cengage Learning
- Andrea, M. (2019, July 12). Gairah industry fashion Indonesia. *CNBC Indonesia*. <https://www.cnbcindonesia.com/lifestyle/20190712155341-35-84555/gairah-industri-fashion-indonesia>
- BINUS University. (2019, December). Trend industri fesyen di Indonesia. <https://binus.ac.id/bandung/2019/12/trend-industri-fesyen-di-indonesia/>
- Emiten News. (2023, September 4). Indonesia tempati peringkat ke-3 di sektor modest fashion. <https://www.emitennews.com/news/indonesia-tempati-peringkat-ke-3-di-sektor-modest-fashion>
- Pelaku Bisnis. (2024, January). Industri fesyen Indonesia sumbang 17 persen dari nilai ekonomi kreatif. <https://pelakubisnis.com/2024/01/industri-fesyen-indonesia-sumbang-17-persen-dari-nilai-ekonomi-kreatif/>

- Standard Insights. (2023, May 10). The rise of *E-commerce* in Indonesia: Shopper trends & top platforms. <https://standard-insights.com/insights/the-rise-of-ecommerce-in-indonesia/>
- Beauty Journal. (n.d.). 7 brand lokal tampil di ajang New York Fashion Week. <https://www.beautyjournal.id/article/7-brand-lokal-tampil-di-ajang-new-york-fashion-week>
- CNBC Indonesia. (2021, August 24). Bangga, brand lokal RI bakal tampil di New York Fashion Week. <https://www.cnbcindonesia.com/lifestyle/20210824110918-33-270742/bangga-brand-lokal-ri-bakal-tampil-di-new-york-fashion-week>
- Daniya, S., Razzaq, A., Hidayatullah, M. S., Mardia, S., & Nugraha, M. Y. (2025). Pengaruh *E-commerce* Shopee terhadap tingkat penjualan baju di Pasar 16 Ilir Palembang. *Federalisme: Jurnal Kajian Hukum dan Ilmu Komunikasi*, 2(3), 131–144. <https://doi.org/10.62383/federalisme.v2i3.1022>
- Pallant, J. L., Karpen, I. O., & Sands, S. J. (2022). What drives consumers to customize products? The mediating role of brand experience. *Journal of Retailing and Consumer Services*, 64, 102773. <https://doi.org/10.1016/j.jretconser.2021.102773>
- Tyrväinen, O., Karjaluoto, H., & Saarijärvi, H. (2020). Personalization and hedonic motivation in creating customer experiences and loyalty in omnichannel retail. *Journal of Retailing and Consumer Services*, 57, 102233. <https://doi.org/10.1016/j.jretconser.2020.102233>
- Solomon, M. R. (1983). The role of products as social stimuli: A symbolic interactionism perspective. *Journal of Consumer Research*, 10(3), 319–329.
- Schiffman, L. G., & Wisenblit, J. (2019). *Consumer behavior* (12th ed.). Pearson.
- Festinger, L. (1954). A theory of social comparison processes. *Human Relations*, 7(2), 117–140. <https://doi.org/10.1177/001872675400700202>
- Ryan, R. M., & Deci, E. L. (2000). Self-determination theory and the facilitation of intrinsic motivation, social development, and well-being. *American Psychologist*, 55(1), 68–78. <https://doi.org/10.1037/0003-066X.55.1.68>
- Jain, G., Paul, J., & Shrivastava, A. (2021). Hyper-personalization, co-creation, digital clienteling and transformation. *Journal of Business Research*, 124, 12–23. <https://doi.org/10.1016/j.jbusres.2020.11.034>
- Ferdinand, A. (2014). *Metode Penelitian Manajemen: Pedoman penelitian untuk penulisan skripsi, tesis, dan disertasi ilmu manajemen* (Edisi 5). Badan Penerbit Universitas Diponegoro

Ghozali, I. (2014). Structural Equation Modeling: Metode alternatif dengan Partial Least Squares (PLS) (Edisi 4). Badan Penerbit Universitas Diponegoro

Ghozali, I. (2018). Structural Equation Modeling: Metode alternatif dengan Partial Least Squares (PLS). Badan Penerbit Universitas Diponegoro

