

DAFTAR PUSTAKA

- Abdullah, Fahmi, dan Fullchis Nurtjahjani. 2019. Pengaruh Kualitas Produk dan Lokasi Terhadap Keputusan Pembelian di Olive Batik Batu. *Jurnal Aplikasi Bisnis*,5(1), 1-4.
- Alberto, Carlos, Myriam, dan Maria. 2020. “The Processing of Price During Purchase Decision making: Are There neural Differences Among Prosocial and Non-Prosocial Consumers?”. *Journal of Research in Marketing*,h.1-11.
- Amofah, Ofosu, Isaac G., dan Tutu. 2016. The Influence of Service Marketing Mix on Customer Choice of Repeat Purchase of Restaurant in Kumasi, Ghana. *Jurnal Eropa Bisnis dan Manajemen*, 8(11), 1-11.
- Anggasari, Poppy. 2015. Pengaruh Ethnosentrisme Terhadap Preferensi Pembelian Buah Lokal dan Impor. *Jurnal Manajemen & Agribisnis*,10(2), 1-10.
- Anggraeni, Nurma. 2019.Pengaruh Harga dan Suasana Toko Terhadap Keputusan pembelian Baegopa. *Jurnal Aplikasi Bisnis*, h.1-4 .
- Arum, Puspo. 2019. Pengaruh Rating Review dan Gaya Hidup Terhadap Keputusan Pembelian Online. *Institut Agama Islam Negeri Surakarta*, h. 1-105.
- Chaudhuri, Malika, R.JC, Clay M., dan Cockrell. 2018. Disentangling the Effects of Promotion Mix on New Product Sales: An examination of Disaggregated Drivers and the Moderating Effect of Productclass .*Jurnal Riset Bisnis*, 286, 1-12.
- Citra,Tamara. 2016.Analisis Pengaruh Kualitas Produk dan Citra Merek Terhadap Keputusan Pembelian Cetakan *Continuous Form* melalui Kepercayaan Merek (Studi pada Percetakan Jadi Jaya Group, Semarang)“. *Diponegoro Journal of Management*, 5(2), 1-12.
- Dahana, W.D., Y.M., dan Makoto M. 2019. Linking Lifestyle to Customer Lifetime Value : An Exploratory Study in An Online Fashion Retail Market. *Journal of Business research*, h.1-13.
- Dwi, Suci., dan Sri Suryoko. 2016. Pengaruh Gaya Hidup dan Harga Terhadap Keputusan Pembelian.*Jurnal Administrasi Bisnis*, h.1-8 .

- Erikssona, Niklas, C.J.R, dan Asle . 2017. The Relationship Between Young Consumers Decision-making Styles and Propensity to Shop Clothing Online with a Smartphone. *Journal of Information in Company*, 1-6 .
- Ernayawati dan Ismunandar. 2020. Pengaruh Kualitas Produk dan Promosi Terhadap Keputusan Pembelian Kendaraan Bermotor Merk Honda . *Journal of Business and Economics Research*, 98-104.
- Fajrin. 2015. Analisis Keputusan Pembelian Produk Fashion Pada Tokopedia. *Artikel Bisnis*, 1-15.
- Ghozali, I. 2018. *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25*. Semarang: Badan Penerbit Universitas Diponegoro.
- Grosso, Monica, Sandro C., dan Anjana G . 2018. How Store Attributes Impact Shoppers Loyalty in Emerging Countries: An Investigation in The Indian Retail Sector. *Jurnal Ritel dan Layanan Konsumen* , 1-8.
- Hanaysha, J. R. (2018). An Examination Of The Factors Affecting Consumer's Purchase Decision In The Malaysian Retail Market. *PSU Research Review*.
- Holmqvist, J. dan Renaud Lunardo. 2015. The Impact of an Exciting Store Environment on Consumer Pleasure and Shopping Intentions. *Intern. Journal of Research in Marketing*, Vol. 117. h.10-25.
- Hur, Eunsuk. 2020. Rebirth Fashion: Secondhand Clothing Consumption Values and Perceived Risks. *Journal of Cleaner Production*, 1-16.
- Hyeonsoo, K. dan Jung . 2015. Web Atmospheric Qualities in Luxury Fashion Brand Websites . *Journal of Retailing and Consumer Services*, 12-30.
- Imam, M. 2020. Diakses pada 14 Juni 2020, <https://www.good news from indonesia .id>.
- Ingrid dan Y.L. 2015. Effects of Visual Servicescape Aesthetics Comprehension and Appreciation on Consumer Experience. *Journal of Retailing and Consumer Services*, h. 1-21.

- Jahyani, Hadya. 2020 . Diakses pada 26 Februari 2020, <https://data.boks.kata.data.co.id>.
- Kotler, Philip dan Kevin Lane Keller. 2016. *Manajemen Pemasaran* . Jakarta : Erlangga
- Ludmila, Bandeira, Martin, Claudio, dan Marc Knoppe. 2019. Store Atmosphere and Impulse: Across-Cultural Study. *International Journal of Retail & Distribution Management*, 47(8), 1-19.
- McColl, Rod, Macgilchrista, dan Shuddhasattwa. 2019. Estimating Cannibalizing Effects of Sales Promotions: The Impact of Price Cuts and Store Type. *Journal of Retailing and Consumer Services*, 53,1-9.
- Miralem, Helmfalk dan Bertil Hutten . 2017. Multi-sensory Congruent Cues in Designing Retail Store Atmosphere: Effectson Shoppers Emotions and Purchase Behavior . *Jurnal Ritel dan Layanan Konsumen*, h.1-11.
- Mussola, Sarah , Philippe Aurier, dan Gilles Sere. 2018. Developing in Store Brand Strategies and Relational Expression Through Sales Promotions . *Jurnal Ritel dan Layanan Konsumen*, 241-250.
- Nawangsih. 2019. Pengaruh Kualitas Produk Dan Promosi Terhadap Keputusan Pembelian Batik Batik Pada CV. Arlin Di desa Tempeh Kidul Kabupaten Lumajang. *Jurnal Riset Manajemen*, 1-13.
- Pancaningrum, Erminati. 2017. Visual Merchandise dan Atmosfer toko. *Journal of Retailing*, h. 1-18.
- Patsy, P., dan Margarita, K,. 2013. The Decision-Making Process of Luxury Fashion Retail Buyers in Greece. *Journal of Retailing*, h.1-23.
- Rehman, Fazal., Rosman B.M., Shafie, dan Fadillah . 2017. Determinants of Personal Factors Influencing the Buying Behavior of Consumers in Sales Promotion: A Case of Fashion Industry. *Emerald Publishing Limited*, 18(4), 408-424.
- Selly. 2017. Pengaruh Iklan dan Promosi Penjualan terhadap Keputusan Pembelian Konsumen Pada situs Pembelian Belanja Online Lazada. *Jurnal manajemen dan Keuangan*,1-135.

- Setyariningsih, Eny. 2019. Pengaruh Gaya Hidup dan Kepercayaan Terhadap Keputusan Pembelian Online . *The Journal Of Business and Management*, 2(2), 1-15.
- Somesh, Kumar, dan Priyanka Verma.(2019).Impact of Sales Promotion's Benefits on Perceived value: Does Product Category Moderate the Results . *Jurnal Ritel dan Layanan Konsumen*, h.1-11.
- Sung, Jihyun, dan Hangjoo Woo. 2019.Investigating Male Consumers Lifestyle of Health and Sustainability (LOHAS) and Perception Toward Slow Fashion. *Jurnal Ritel dan Layanan Konsumen*,h. 1-9.
- Toldoz, M.P., Eva Gonzalez, dan Scoott M. 2019.Exploring International Atmospherics The Impact on Shopping Behaviors Based on the Language of the Lyrics of Music Played in Global Apparel Retailers stores. Claremont, California, AS *Institut Pascasarjana Keck*, 47(4), 1-16.
- Wahyuni, Rizka. 2019. Pengaruh Lifestyle, Percieved Ease Of Use dan Kepercayaaan Terhadap Keputusan Pembelian . *Jurnal Psyche Fakultas Psikologi*, 1-9.
- Wanfei, W.,Sgug, J.L., dan Xiaogua. 2019.Perceived Image Study with Online Data From Social Media: The Case of Boutique Hotels in China. *Journal of Retailing and Consumer Services*, Vol. 950, h.1-18 .
- Warahma, Rizki dan Mudiantono. 2017. Pengaruh Price Discount,, Store Athmosphere, terhadap Keputusan Pembelian serta Shopping Emotion sebagai variabel Intervening. *Diponegoro Journal of Management*, h.1-12.
- Wen, Bao.L.2012.*Factors Affecting High-Involvement Product Purchasing Behavior. National Kaohsiung Normal University*, h. 1-22.
- Xiaopan, Wang, Junpeng Guo, dan Yi Wu. 2020.Emotion as Signal of Product Quality Its Effect on Purchase Decision Based on Online Customer Reviews.*Department of Information Management and Management Science*, 3(2), 1-23.
- Yanping, Gong, Wei How, Qin Zhang, dan Shuang Tian. 2018. Discounts or Gifts? Not Just to Save Money A Study on Neural Mechanism from The

Perspective of Fuzzy Decision. *Journal of Contemporary Marketing Science*, 1(1), 1-23.

Young, Ju . 2018. What Drives Omni Channel Shopping Behaviors? Fashion Lifestyle of Social-Local-Mobile Consumers. *Journal of Fashion Marketing and Management*, 23(2), 1-15.

Yuliana, Riski. 2015. Pengaruh Gaya Hidup Konsumtif dan Kelompok Referensi Terhadap Keputusan Pembelian Kosmetik Lokal. *Jurnal Riset Ekonomi dan Manajemen*, 15(2), 1-22.