

## DAFTAR PUSTAKA

- \_\_\_\_\_ (2017), "10 Brand Fashion Terlaris 2017," *FeMale Radio*. Tersedia di: <http://femaleradio.co.id/female-info/female-lifestyle/6585-10-brand-fashion-terlaris-2017->, diakses pada 5 Juni, 2018.
- \_\_\_\_\_ (2017), "Fast fashion: 3 in 10 Indonesians have thrown away clothing after wearing it just once," *YouGov*. Tersedia di: <https://id.yougov.com/en-id/news/2017/12/06/fast-fashion>, diakses pada 25 Februari, 2018.
- \_\_\_\_\_ (2018), "Retail Brands," *Mitra Adiperkasa*. Tersedia di: <http://www.map.co.id/brands>, diakses pada 26 Februari, 2018.
- \_\_\_\_\_ (2018), "Store Locator," *MAP Mitra Adiperkasa*. Tersedia di: <http://www.map.co.id/stores/>, diakses pada 7 Maret, 2018.
- \_\_\_\_\_ (2018), "Zara," *MAP Gift Voucher*. Tersedia di: <http://mapgiftvoucher.com/?page=where-to-use&category=2&store=Zara>, diakses pada 7 Maret, 2018.
- Azwar, S. (2005), *Metode Penelitian*, Yogyakarta: Pustaka Belajar.
- Ajzen, I. (1991), "The theory of planned behavior," *Organizational Behavior and Human Decision Processes*, Vol. 50, pp. 179-211.
- Bergner, R. M. (2011), "What is behavior? And so what?," *New ideas in psychology*, Vol. 29 (2), pp. 147-155.
- Durvasula, S. & Lysonski, S. (2008), "A double-edged sword: understanding vanity across cultures," *Journal of Consumer Marketing*, Vol. 25 Issue: 4, pp.230-244.
- Fishbein, M. dan Ajzen, I. (1975), *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*, Massachusetts: Addison-Wesley Reading.
- Gopi, M. dan Ramayah, T. (2007), "Applicability of theory of planned behavior in predicting intention to trade online: Some evidence from a developing country," *International Journal of Emerging Markets*, Vol. 2 Issue: 4, pp.348-360.
- Hair, J.F; Black, W.C; Babin, B.J; and Anderson, R.E. (2010), *Multivariate Data Analysis*, 7<sup>th</sup> edition, New Jersey: Prentice Hall.
- Hair, J.F., Sarstedt, M., Pieper, T.M. dan Ringle, C.M. (2012). "The use of partial least squares structural equation modeling in strategic management research: a review of past practices and recommendations for future applications," *Long range planning*, Vol. 45 (5-6), pp. 320-340.
- Hegner, S. M., Fenko, A. dan Teravest, A. (2017), "Using the theory of planned behaviour to understand brand love," *Journal of Product & Brand Management*, Vol. 26 Issue: 1, pp. 26-41.
- Huang, Y. A., Lin, C. dan Phau, I. (2015), "Idol attachment and human brand loyalty," *European Journal of Marketing*, Vol. 49 Issue: 7/8, pp. 1234-1255.

- Hsu, C. L., Lin, J. C., & Chiang, H. S. (2013), "The effects of blogger recommendations on customers' online shopping intentions," *Internet Research*, Vol. 23 Issue: 1, pp.69-88.
- Hung, K. P., Chen, A. H., Peng, N., Hackley, C., Tiwsakul, R., A., & Chou, C. L. (2011), "Antecedents of luxury brand purchase intention," *Journal of Product & Brand Management*, Vol. 20 Issue: 6, pp. 457-467.
- Jain, S., Khan, M. N., & Mishra S. (2017), "Understanding consumer behavior regarding luxury fashion goods in India based on the theory of planned behavior," *Journal of Asia Business Studies*, Vol. 11 Issue: 1, pp. 4-21.
- Jin, S. & Aihwa, C. (2018), "Factors affecting college students' brand loyalty toward fast fashion: A consumer-based brand equity approach," *International Journal of Retail & Distribution Management*, Vol. 46 Issue: 1, pp. 90-107.
- Jogiyanto dan Abdillah, W. (2014), *Konsep dan Aplikasi PLS untuk Penelitian Empiris*, 1<sup>st</sup> edition, Yogyakarta: BPFE.
- Joung, H. M. (2014), "Fast-fashion consumers' post-purchase behaviours," *International Journal of Retail & Distribution Management*, Vol. 42 Issue: 8, pp. 688-697.
- Martin, C. A. dan Tulgan, B. (2002), *Managing the Generational Mix*, Massachusetts: HRD Press.
- Mega, A. (2017), "Perkembangan Trend Fashion di Indonesia," *Kompasiana*. Tersedia di: [https://www.kompasiana.com/annisamega/perkembangan-trend-fashion-di-indonesia\\_588321f3cc92731105931d89](https://www.kompasiana.com/annisamega/perkembangan-trend-fashion-di-indonesia_588321f3cc92731105931d89), diakses pada 27 Februari, 2018.
- Migacz, S. J. & Petrick, J. F. (2018), "Millennials: America's cash cow is not necessarily a herd," *Journal of Tourism Futures*.
- Sekaran, U. dan Bougie, R. (2016), *Research methods for business: A skill building approach*, 7<sup>th</sup> edition, United Kingdom: John Wiley & Sons.
- Septarini, B. G. & Yuwono, I. (2010), "Pengaruh Budaya Kolektivisme Terhadap Kompetensi Inti pada Kelompok Lini Manajerial Pt Semen Gresik (Persero) Tbk.," *Journal Unair*.
- Soh, C. Q. Y., Rezaei, S., & Gu, M. L. (2017), "A structural model of the antecedents and consequences of Generation Y luxury fashion goods purchase decisions," *Young Consumers*, Vol. 18 Issue: 2, pp.180-204.
- Streukens, S. dan Leroi-Werelds, S. (2016), "Bootstrapping and PLS-SEM: A step-by-step guide to get more out of your bootstrap results," *European Management Journal*, Vol. 34 (6), pp. 618-632.
- Su, J. dan Chang, A. (2018), "Factors affecting college students' brand loyalty toward fast fashion: A consumer-based brand equity approach," *International Journal of Retail & Distribution Management*, Vol. 46 Issue: 1, pp. 90-107.
- Sugih, I. L. & Soekarno, S. (2015), "Lesson Learned from Indonesian Biggest Fashion Retailer Company to Encourage the Development of Small Fashion Business," *Procedia-Social and Behavioral Sciences*, Vol. 169, pp. 240-248.

- Sugiyono (2011), *Metode Penelitian Kuantitatif, Kualitatif dan R&D*, Bandung: Alfabeta.
- Wiyanti, S. (2013), "Ada 240 mal dan pusat perbelanjaan di seluruh Indonesia," *Merdeka.com*. Tersedia di: <https://www.merdeka.com/uang/ada-240-mal-dan-pusat-perbelanjaan-di-seluruh-indonesia.html>, diakses pada 27 Februari, 2018.
- Wong, W. & Malone, T. (2016), "Contribution of vanity to consumer apparel advertising perception," *Journal of Fashion Marketing and Management*, Vol. 20 Issue: 1, pp. 54-71.