

DAFTAR PUSTAKA

- A.B. Susanto dan Hilmawan Wijanarko. (2004). *Power Branding : Membangun Merk Unggul dan Organisasi Pendukungnya*. Jakarta : PT Mizan Publika Jakarta.
- Aaker, J., Maheswaran, D. (1997). *Dimension of Brand Personality*. Journal of Consumer Research, 34(3), 347
- Agustiyanti. (2020). *Bappenas: Daya Beli Masyarakat Hilang Rp 362 T Akibat Pandemi Corona*.
<https://katadata.co.id/agustiyanti/finansial/5ef09effcdd5c/bappenas-daya-beli-masyarakat-hilang-rp-362-t-akibat-pandemi-corona>
- Alhaddad, Abdullah. (2015). *Perceived Quality, Brand Image and Brand Trust as Determinants of Brand Loyalty*. International Journal of Management Research & Review. Vol 5, Issue 3.
- Al Rizky, Farid. (2017). *Pengaruh Brand Image, Brand Trust Dan Perceived Quality Terhadap Brand Loyalty Adidas Pada Chelsea Indonesia Supporter Club (CISC) Di Depok*. <http://journal.unas.ac.id/oikonamia/article/view/504>
- Anjani, Arin. (2017). *Pengaruh Brand Image Dan Brand Trust Terhadap Brand Loyalty Lipstik Revlon. (Studi Kasus Konsumen Lipstik Revlon di Yogyakarta)*. https://eprints.uny.ac.id/53294/1/ArinAnjani_15808147027.pdf
- Anonim. (2019). *Create Unique Customer Experience With Omni-Channel Retailing*. <https://shoplineapp.com/blog/create-unique-customer-experience/>
- Anonim. (2020). *Forrester: Retail Will See A \$2.1 Trillion Loss Globally In 2020 Due To Coronavirus Pandemic*. <https://go.forrester.com/press-newsroom/forrester-retail-will-see-a-2-1-trillion-loss-globally-in-2020-due-to-coronavirus-pandemic/>
- Anonim. (2021). *Uniqlo: The Strategy Behind The Global Japanese Fast Fashion Retail Brand*. <https://martinroll.com/resources/articles/strategy/uniqlo-the-strategy-behind-the-global-japanese-fast-fashion-retail-brand/>
- Anwar, Ayesha. (2011). *Impact Of Brand Image, Trust And Affect On Consumer Brand Extension Attitude: The Mediating Role Of Brand Loyalty*. https://www.researchgate.net/publication/285483638_Impact_of_brand_image_trust_and_affect_on_consumer_brand_extension_attitude_The_mediating_role_of_brand_loyalty
- Bastian, Danny Alexander. (2014). *Analisa Pengaruh Citra Merek (Brand Image) dan Kepercayaan Merek (Brand Trust) Terhadap Loyalitas Merek (Brand*

Loyalty) ADES PT. Ades Alfindo Putra Setia. Jurnal Manajemen Pemasaran Petra Vol. 2, No. 1, (2014) 1-9 surabaya

Brand Finance Brandirectory. *APPAREL 50 2020*.
<https://brandirectory.com/rankings/apparel/2020>

Caroline, O. (2018). *Pengaruh Brand Image Terhadap Brand Loyalty Melalui Brand Satisfaction Pada Merek Imaparts*.
<https://media.neliti.com/media/publications/287115-pengaruh-brand-image-terhadap-brand-loya-a4b1cf57.pdf>

Dewi, E. F. (2008). *Merek & Psikologi Konsumen (pertama)*. Yogyakarta: Graha Ilmu.

Driscoll, M. (2013). *Bye-bye, silo retailing, hello, omni-channel*. *Value Retail News*, 31(4), 10–14.

Ekarina. (2020). *Pandemi Ubah Perilaku Belanja: Non-Pangan E-Commerce Naik, Mal Anjlok*.
<https://katadata.co.id/ekarina/berita/5f7efbf709045/pandemi-ubah-perilaku-belanja-non-pangan-e-commerce-naik-mal-anjlok>

Erdogmus. (2016). *Understanding University Brand Loyalty: The Mediating Role of Attitudes towards the Department and University*. *Procedia - Social and Behavioral Sciences* 229:141-150

Fujita, Junko. (2021). *Uniqlo owner Fast Retailing lifts full-year profit outlook*
<https://insideretail.asia/2021/04/08/uniqlo-owner-fast-retailing-lifts-full-year-profit-outlook/>

Geovani, Wendy. (2021). *Analysis Of The Effect Of Product Quality, Product Style, Product Price, Brand Image, Service Quality And Store Environment Factors On Brand Loyalty On Uniqlo Customers In Surabaya*.
<https://ijrp.org/paper-detail/1681>

Ghazali, I., Latan, H. (2015). *Partial Least Square: Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0*. Semarang: Badan Penerbit Universitas Diponegoro.

Ghodeswar, Bhimrao M. (2008). *Building brand identity in competitive markets: a conceptual model*. *Journal of Product & Brand Management*, 17(1), 4-12.za1`

Greve, Goetz. (2014). *The moderating effect of customer engagement on the brand image – brand loyalty relationship*.
<https://www.sciencedirect.com/science/article/pii/S1877042814039391>

- Haejung, Kim. (2012). *The dimensionality of fashion-brand experience Aligning consumer-based brand equity approach*. Journal of Fashion Marketing and Management. Vol. 16 No. 4.
- Hannah, R. (2013). *PunchTab and ExactTarget Webinar: Multi-Channel Loyalty Programs and Increasing Customer Engagement and Frequency*.
<http://blog.punchtab.com/index.php/2013/07/punchtab-and-exacttarget-webinar-multi-channel-loyalty-programs-and-increasing-customer-engagement-and-frequency/>
- Hasugian, Jimmy. (2015). *Pengaruh Brand Image Dan Brand Trust Terhadap Brand Loyalty Telkomsel (Survey Terhadap Pelanggan Telkomsel di Grapari Samarinda)*. eJournal Ilmu Administrasi Bisnis. Vol 3, No 4.
- Hemsey, M. (2012). *OMNICHANNEL LOYALTY DESIGNING THE ULTIMATE CUS-TOMER EXPERIENCE*. Kobie Marketing, Inc.
<http://www.kobie.com/thought-leadership/omnichannel-loyalty.pdf>
- Jin Su, Aihwa Chang. (2017). *Factors affecting college students' brand loyalty toward fast fashion: A consumer-based brand equity approach*. International Journal of Retail & Distribution Management.
- Kharis, Muhammad. (2015). *Pengaruh Brand Image Dan Brand Trust Terhadap Brand Loyalty Pada Mahasiswa Strata 1 Fakultas Ekonomi Universitas Jember Pengguna Smartphone Merek Samsung*.
<https://repository.unej.ac.id/handle/123456789/64337>
- Kumar, Vikas. (2011). *The Impact of Operations Performance on Customer Loyalty*.
https://www.researchgate.net/publication/216049722_The_Impact_of_Operations_Performance_on_Customer_Loyalty
- Kotler, Philip, Gray Armstrong. (2011). *Prinsip – prinsip Pemasaran*. Alih (Bob Sabran, Penerjemah). Erlangga. Jakarta.
- Kotler, Philip & Kevin Lane, Keller. (2016). *Marketing Managemen*. 15th Edition, Pearson Education. Inc.
- Ledikwe, Aobakwe. (2020). *Determinants of brand loyalty in the apparel industry: A developing country perspective*. Cogent Business & Management. 7:1.
- Lupiyoandi, R., & Ikhsan, R.B. (2015). *Praktikum Metode Riset Bisnis*. Jakarta: Salemba Empat
- Mabkhot, Hashed Ahmed. (2017). *The Influence of Brand Image and Brand Personality on Brand Loyalty, Mediating by Brand Trust: An Empirical Study*. Jurnal Pengurusan, 50. pp. 1-18. <http://repo.uum.edu.my/23039/>

- Maranti, Estu. (2020). *Omnichannel Kunci Industri Ritel Bertahan Saat Pandemi*. <https://www.marketeers.com/omnichannel-kunci-industri-ritel-bertahan-saat-pandemi/>
- Mulyati, Tatik. (2018). *The Influence Of Brand Awareness, Brand Image And Perceived Quality On Brand Loyalty OPPO Smartphone In Madiun*. Jurnal Ekonomi dan Manajemen. Vol 19, No 2. <http://openjournal.unpam.ac.id/index.php/JPK/article/view/2834>
- Ni'mah, Alfiyatun. (2019). *Pengaruh Brand Image dan Brand Trust Terhadap Brand Loyalty Wardah Kosmetik Studi Kasus Pada Mahasiswi STIE Widya Gama Lumajang*. Progress Conference. Vol 2, No.1.
- Noor, M.F. (2014). *Pengaruh Brand Image Dan Brand Trust Terhadap Brand Loyalty King Thai Tea Bandung*. <https://ejournal.upi.edu/index.php/image/article/view/1121>
- Novotova, Jitka. (2018). *Exploring customer loyalty to fashion brands on facebook fan pages*. *Ekonomie a Management*.
- Nugraha, Daniel. (2021). *Karakteristik dan Perkembangan Bisnis Retail di Indonesia*. <https://www.paper.id/blog/bisnis/retail-adalah/>
- Nurhayati-Wolff, Hanadian. (2021). *Brand loyalty for clothing and footwear items in Indonesia 2020*. <https://www.statista.com/statistics/1231472/indonesia-clothing-and-footwear-brand-loyalty/>
- Paramita et al., (2019). *Analisis Keputusan Pembelian Pakaian UNIQLO di Gandaria City, Jakarta Selatan*. <https://ocs.upnvj.ac.id/index.php/korelasi/2020/paper/viewFile/1044/195>
- Pramisti, Nurul Qomariyah. (2020). *Nasib Ritel Dihantam Pandemi: Pendapatan Anjlok, Prospek Buram*. <https://tirto.id/nasib-ritel-dihantam-pandemi-pendapatan-anjlok-prospek-buram-fKMi>
- Priyatno, Duwi. 2013. *Mandiri Belajar Analisis Data Dengan SPSS*. Yogyakarta :Mediakom.
- Priyatno, Duwi. 2014. *SPSS 22 Pengolahan Data Terpraktis*. Andi. Yogyakarta. Stoner, Freeman dan Gilbert (1995). *Pengantar Bisnis*. Graha Ilmu. Yogyakarta
- Qurbani, Derita. (2015). *Pengaruh Brand image dan Brand trust terhadap Brand loyalty nasabah Prudential Syariah pada PT, Futuristik Artha Gemilang (Studi kasus di kantor cabang agensi Prudential Syariah PT. Futuristik Artha Gemilang Jakarta Selatan)*. Jurnal Marketing Unpam, Vol 2, No 3.
- Rangkuti, Freddy. (2008). *The Power Of Brands*. Jakarta: Erlangga.

- Ristanti, Desi. (2019). *Pengaruh Brand image, Brand trust, Brand awareness dan product quality terhadap Brand loyalty Sari Roti (Studi Pada Konsumen Sari Roti Mahasiswa Universitas Islam Malang)*. Jurnal Ilmiah Riset Manajemen. Vol 8, No.9. <http://riset.unisma.ac.id/index.php/jrm/article/view/2324>
- Rosa, A., Marwa, T., Wahab Z., dan Shihab, M.S. (2020) *ENVIRONMENTAL ATTITUDE AND INDIVIDUALISM INTERACTION TO INVESTIGATE SWITCH INTENTION TO PUBLIC TRANSPORT*, Eurasia: Economics & Business, 3(33), March 2020 DOI <https://doi.org/10.18551/econeurasia.2020-03>
- Roslina. (2010). *Citra Merek: Dimensi, Proses Pengembangan Serta Pengukurannya*. Jurnal Bisnis dan Manajemen. Vol 6, No 3.
- Sekaran, U. (2013). *Metodologi Penelitian Untuk Bisnis*. Jakarta: Salemba Empat.
- Selnes, F. (1993). *An Examination of the Effect of Product Performance on Brand Reputation, Satisfaction and Loyalty*. *European Journal of Marketing*, 27(9), 19–35. doi:10.1108/03090569310043179
- Smith, G. (2015). *Driving Brand Loyalty in a Multichannel World*. <http://multichannelmerchant.com/blog/driving-brand-loyalty-multichannel-world-18022015/>
- Sopadjieva, Emma. (2020). *A Study of 46,000 Shoppers Shows That Omnichannel Retailing Works*. <https://hbr.org/2017/01/a-study-of-46000-shoppers-shows-that-omnichannel-retailing-works>
- Sugiyono. (2012). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2013). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Swasty, Wirania. (2016). *Branding Memahami dan Merancang Strategi Merek*. Bandung: PT Remaja Rosdakarya.
- Tansey, Marcus. (2017). *FASHION & LOYALTY: AN ANALYSIS OF CONSUMER LOYALTY IN THE CLOTHING INDUSTRY*. Cardiff School of Management, Cardiff Metropolitan University.
- Tjahyadi, Steven. (2018). *Pengaruh Brand Trust dan Brand performance terhadap Brand Loyalty Smartphone iPhone Merek Apple*. Institut Bisnis dan Informatika Kwik Kian Gie, Jakarta.
- Tjiptono, Fandy. (2000). *Perspektif Manajemen Dan Pemasaran*. Kontenporer. Yogyakarta

Umar, H. (2011). *metode Penelitian Untuk Skripsi dan Tesis Bisnis*. Jakarta: Pt Raja Grafindo Persada.

UNIQLO. *Fast Retailing Sales & Milestones*.

<https://www.fastretailing.com/employment/en/about/business.html>

Unurlu, Cigdem. (2017). *The effect of culture on brand loyalty through brand performance and brand personality*. *International Journal of Tourism Research*. Vol.19, Issue 6, 672-681.

<https://onlinelibrary.wiley.com/doi/abs/10.1002/jtr.2139>

Verhoef, P. C., Kannan, P. K., & Inman, J. J. (2015). *From Multi-Channel Retailing to Omni-Channel Retailing Introduction to the Special Issue on Multi-Channel Retailing*. *Journal of Retailing and Consumer Services*, 91(2), 174–181.

Yasir, Irvan. (2016). *Pengaruh Citra dan kepercayaan terhadap Loyalitas Merek Waroeng Steak & Shake di Yogyakarta*. Universitas Muhammadiyah Yogyakarta.