

Daftar Pustaka

- Afandi, M., & Marsasi, E. (2023). Fast food industry investigation: The role of brand attitude and brand loyalty on purchase intentions in generation z based on theory of reasoned action. *Baskara Journal of Business and Entrepreneurship*, 5(2), 206-220. <https://doi.org/10.54268/baskara.5.2.206-220>
- Afandi, A., Samudra, J., Sherley, S., Veren, V., & Liang, W. (2021). Pengaruh endorsement influencer instagram terhadap keputusan pembelian pada generasi z. *Komunikologi Jurnal Pengembangan Ilmu Komunikasi Dan Sosial*, 5(1), 15. <https://doi.org/10.30829/komunikologi.v5i1.9272>
- Albarracín, D., & Shavitt, S. (2018). Attitudes and attitude change. *Annual Review of Psychology*, 69, 299-327. <https://doi.org/10.1146/annurev-psych-122216-011911>
- Ameen, N., Cheah, J., & Kumar, S. (2022). It's all part of the customer journey: The impact of augmented reality, chatbots, and social media on the body image and self-esteem of generation z female consumers. *Psychology and Marketing*, 39(11), 2110-2129. <https://doi.org/10.1002/mar.21715>
- Armstrong, C. M., & Park, H. (2017). Design and business models for circular fashion: Present and future pathways. *Journal of Fashion Marketing and Management*, 21(4), 412-425.
- Aydin, H. and Ünal, S. (2020). Consumers' emotional bonds with foreign brands: animosity, affinity, and ethnocentrism. *Bogazici Journal*, 34(1). <https://doi.org/10.21773/boun.34.1.5>
- Acharya, K., Khanal, S., & Chhetry, D. (2022). Dichotomization of quantitative variables in poverty analysis. *Bibechana*, 19(1-2), 142-149. <https://doi.org/10.3126/bibechana.v19i1-2.46407>
- Adri, E., Setiawan, D., & Methindo, O. (2021). Relationship of conformity with adolescent impulsion buying behavior on fashion products in marketplace with self-control as a moderating variable. *tazkiya Journal of Psychology*, 9(2), 133-143. <https://doi.org/10.15408/tazkiya.v9i2.22523>
- Algumzi, A. (2022). Factors influencing saudi young female consumers' luxury fashion in saudi arabia: predeterminants of culture and lifestyles in neom city. *Journal of Risk and Financial Management*, 15(7), 274. <https://doi.org/10.3390/jrfm15070274>
- Amitabha, G. and Chandra, B. (2019). Models for predicting sustainable durable products consumption behaviour: a review article. *Vision the Journal of Business Perspective*, 24(1), 81-89. <https://doi.org/10.1177/0972262919860962>
- Aydin, H. and Ünal, S. (2020). Consumers' emotional bonds with foreign brands: animosity, affinity, and ethnocentrism. *Bogazici Journal*, 34(1). <https://doi.org/10.21773/boun.34.1.5>

- Apupianti, I., Sumarwan, U., & Tinaprilla, N. (2019). Influences of shopping lifestyle and reference groups towards purchase intention of preloved fashion. Indonesian Journal of Business and Entrepreneurship. <https://doi.org/10.17358/ijbe.5.3.252>
- Benita, E. (2023). The moderation role of subjective norm on apple iphone purchase intention: A study on generation z consumers in Indonesia. Petra International Journal of Business Studies, 6(2), 175-184. <https://doi.org/10.9744/petraijbs.6.2.175-184>
- Bennett, M. J. (2017). Developmental model of intercultural sensitivity. International Journal of Intercultural Relations, 41(2), 152-173.
- Brown, S., & Vacca, F. (2022). Cultural sustainability in fashion: Reflections on craft and sustainable development models.
- Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2017). *Consumer Behavior* (10th ed.). South-Western College Pub.
- Blankenship, K., Wegener, D., & Murray, R. (2016). Circumventing resistance: using values to indirectly change attitudes.. Journal of Personality and Social Psychology, 103(4), 606-621. <https://doi.org/10.1037/a0029226>
- Chu, E., White, F., & Verrelli, S. (2017). Biculturalism amongst ethnic minorities: Its impact for individuals and intergroup relations. Australian Journal of Psychology, 69(4), 229-236. <https://doi.org/10.1111/ajpy.12153>
- Creswell, J. W. (2015). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (4th ed.). SAGE Publications.
- Chin, W. W. (1998). The partial least squares approach to structural equation modeling. In G. A. Marcoulides (Ed.), *Modern Methods for Business Research* (pp. 295–336). Lawrence Erlbaum Associates.
- Chi, T. and Chen, Y. (2019). A study of lifestyle fashion retailing in china. Marketing Intelligence & Planning, 38(1), 46-60. <https://doi.org/10.1108/mip-01-2019-0025>
- Cilingir, Zuhal & Basfirinci, Cigdem. (2015). The Impact of Consumer Ethnocentrism, Product Involvement, and Product Knowledge on Country of Origin Effects: An Empirical Analysis on Turkish Consumers' Product Evaluation. Journal of International Consumer Marketing. 26. 284-310. 10.1080/08961530.2015.916189.
- Dabija, D., Bejan, B., & Puşcas, C. (2020). A qualitative approach to the sustainable orientation of generation z in retail: The case of Romania. Journal of Risk and Financial Management, 13(7), 152. <https://doi.org/10.3390/jrfm13070152>
- Dewi, N. (2023). Shopping lifestyle, fashion involvement, hedonic shopping motivation, positive emotion, impulse buying e-commerce. Quantitative Economics and Management Studies, 4(6), 1082-1092. <https://doi.org/10.35877/454ri.qems2032>

- Dardana, J. (2023). The role of emotional states on purchase decision-making among novice stock investors. Gadjah Mada Journal of Psychology (Gamajop), 9(2), 261. <https://doi.org/10.22146/gamajop.75580e>
- Dewi, N. (2023). Shopping lifestyle, fashion involvement, hedonic shopping motivation, positive emotion, impulse buying e-commerce. Quantitative Economics and Management Studies, 4(6), 1082-1092. <https://doi.org/10.35877/454ri.qems2032>
- Davis, R., Lang, B., & Diego, J. (2016). How gender affects the relationship between hedonic shopping motivation and purchase intentions?. Journal of Consumer Behaviour, 13(1), 18-30. <https://doi.org/10.1002/cb.1450>
- Erwin, E. (2023). The influence of social media influencers on generation z consumer behavior in Indonesia. West Science Interdisciplinary Studies, 1(10), 1028-1038. <https://doi.org/10.58812/wsis.v1i10.317>
- Ellitan, L., Harvina, L., & Lukito, R. (2022). The effect of social media marketing on brand image, brand trust, and purchase intention of something skincare products in surabaya. Journal of Entrepreneur & Business, 3(2), 104-114. <https://doi.org/10.24123/jeb.v3i2.4801>
- Fernando, Y., & Wah, T. (2017). Circular economy and sustainable apparel consumption: Exploring consumers' perspectives. Journal of Textile Science and Fashion Technology, 1(2), 14-18.
- Filho, E., & Oliveira, R. (2022). The mood effect in relation to impulsive online buying behavior. Journal of Consumer Behaviour, 22(1), 135-156. <https://doi.org/10.1002/cb.2110>
- Fugate, M., Prussia, G., & Kinicki, A. (2010). Managing employee withdrawal during organizational change. Journal of Management, 38(3), 890-914. <https://doi.org/10.1177/0149206309352881>
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39–50.
- Gardetti, M. A., & Girón, N. L. (2015). An analysis of consumer behavior in sustainable fashion. In Green Fashion: Volume 2 (pp. 123-134).
- Goldsmith, R. E., & Stith, M. T. (1992). The social values of fashion innovators. Journal of Applied Business Research, 8(1), 10-17.
- Guo, G., Tu, H., & Cheng, B. (2018). Interactive effect of consumer affinity and consumer ethnocentrism on product trust and willingness-to-buy: a moderated-mediation model. Journal of Consumer Marketing, 35(7), 688-697. <https://doi.org/10.1108/jcm-06-2017-2239>
- Gazzola, P., Pavione, E., Pezzetti, R. R., & Grechi, D. (2020). Trends in the fashion industry. the perception of sustainability and circular economy: a gender/generation quantitative approach. Sustainability, 12(7), 2809. <https://doi.org/10.3390/su12072809>

- Gupta, S. and Wadera, D. (2020). Impact of cause-affinity and csr fit on consumer purchase intention. *Society and Business Review*, 16(1), 26-50. <https://doi.org/10.1108/sbr-01-2020-0012>
- Gomes, M., Marques, S., & Dias, Á. (2022). The impact of digital influencers' characteristics on purchase intention of fashion products. *Journal of Global Fashion Marketing*, 13(3), 187-204. <https://doi.org/10.1080/20932685.2022.2039263>
- Hasbullah, N., Sulaiman, Z., & Mas'od, A. (2020). The effect of perceived value on sustainable fashion consumption in the era of COVID-19: A proposed conceptual framework. *International Journal of Academic Research in Business and Social Sciences*, 10(8). <https://doi.org/10.6007/ijarbss/v10-i8/7645>
- Hua, L., Rasool, Z., Ansari, M., Hanif, N., & Hameed, W. (2023). International students' nostalgic behaviour towards the purchase of products and services. *Sustainability*, 15(4), 2888. <https://doi.org/10.3390/su15042888>
- Hasudungan, W. and Yanti, H. (2023). Pengaruh kualitas fungsional, merek atau kepercayaan, dan employee customer management terhadap kepuasan nasabah. *Jurnal Ekonomi Trisakti*, 3(1), 785-798. <https://doi.org/10.25105/jet.v3i1.15420>
- Hamdani, N., Naibaho, M., & Oktavia, A. (2022). Does creativity determine business success?.. <https://doi.org/10.2991/aebmr.k.220701.032>
- Hotaman, D. (2020). The effect of formative assessment on the academic achievement levels of prospective teachers. *Journal of Curriculum and Teaching*, 9(3), 33. <https://doi.org/10.5430/jct.v9n3p33>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2022). Book Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R. 10.1007/978-3-030-80519-7.
- Hauser, M., Nußbeck, F., & Jonas, K. (2015). The impact of food-related values on food purchase behavior and the mediating role of attitudes: a swiss study. *Psychology and Marketing*, 30(9), 765-778. <https://doi.org/10.1002/mar.20644>
- Hussain, K., Abbasi, A., Rasoolimanesh, S., Schultz, C., Ting, D., & Ali, F. (2022). Local food consumption values and attitude formation: the moderating effect of food neophilia and neophobia. *Journal of Hospitality and Tourism Insights*, 6(2), 464-491. <https://doi.org/10.1108/jhti-08-2021-0214>
- Hwang, J. and Griffiths, M. (2017). Share more, drive less: millennials value perception and behavioral intent in using collaborative consumption services. *Journal of Consumer Marketing*, 34(2), 132-146. <https://doi.org/10.1108/jcm-10-2015-1560>

- Hayes, A. F. (2018). Partial, conditional, and moderated moderated mediation: Quantification, inference, and interpretation. *Communication Monographs*, 85(1), 4-40.
- Hartanto, P., Hurriyati, R., & Dirgantari, P. (2023). Pengaruh green perceived value (gpv) dan green brand knowledge terhadap purchase intention to buying green product melalui attitude toward purchasing green products. *Jurnal Manajemen Dan Organisasi*, 14(1), 15-33. <https://doi.org/10.29244/jmo.v14i1.44626>
- Han, G., Park, J., & Lee, J. (2022). The effects of attachment to korean wave stars and cultural proximity on chinese consumers' purchase intention of Korean products. *Business Communication Research and Practice*, 5(1), 4-13. <https://doi.org/10.22682/bcrp.2022.5.1.4>
- Haristiyanti, R. (2023). Purchase intention as mediation: sor model of hedonic lifestyle and word of mouth on purchase behavior. *BIMANTARA*, 2(02), 135-148. <https://doi.org/10.22219/bimantara.v2i02.29779>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115-135.
- Isa, N., Annuar, S., Gisip, I., & Lajuni, N. (2020). Factors influencing online purchase intention of millennials and gen z consumers. *Journal of Applied Structural Equation Modeling*, 4(2), 21-43. [https://doi.org/10.47263/jasem.4\(2\)03](https://doi.org/10.47263/jasem.4(2)03)
- Joy, A., Sherry Jr, J. F., Venkatesh, A., Wang, J., & Chan, R. (2018). Fast fashion, sustainability, and the ethical appeal of luxury brands. *Fashion Theory*, 16(3), 273-295.
- Juniansyah, D., Hasan, S., & Putra, A. (2023). The role of consumer emotional value, and service innovation on consumer purchase decisions: TAM theory approach. *Golden Ratio of Marketing and Applied Psychology of Business*, 3(1), 52-65. <https://doi.org/10.52970/grmapb.v3i1.170>
- Jin, B. and Kang, J. (2016). Purchase intention of chinese consumers toward a us apparel brand: a test of a composite behavior intention model. *Journal of Consumer Marketing*, 28(3), 187-199. <https://doi.org/10.1108/07363761111127617>
- Kang, J., Tang, L., & Fiore, A. M. (2015). Health value and its impact on consumer behavior in the context of health-related products. *Journal of Consumer Marketing*, 32(5), 335-345.
- Kang, J. (2019). What drives omnichannel shopping behaviors?. *Journal of Fashion Marketing and Management*, 23(2), 224-238. <https://doi.org/10.1108/jfmm-07-2018-0088>

- Karaosman, H., Perry, P., Brun, A., & Morales-Alonso, G. (2020). Behind the runway: Extending sustainability in luxury fashion supply chains. *Journal of Business Research*, 117, 652-663.
- Katarzyna Andruszkiewicz, D., & Tomasz Wierzejski, D. (2024). Comparative analysis of generation z consumer behavior in Poland and Germany: Implications for the organic food market. *European Research Studies Journal*, XXVII(Issue 2), 181-202. <https://doi.org/10.35808/ersj/3379>
- Khurong, M., & Tram, V. (2015). The effects of emotional marketing on consumer product perception, brand awareness and purchase decision — A study in Ho Chi Minh City, Vietnam. *Journal of Economics Business and Management*, 3(5), 524-530. <https://doi.org/10.7763/joebm.2015.v3.240>
- Kleef, G., Berg, H., & Heerdink, M. (2015). The persuasive power of emotions: Effects of emotional expressions on attitude formation and change. *Journal of Applied Psychology*, 100(4), 1124-1142. <https://doi.org/10.1037/apl0000003>
- Kim, J., & Park, H. (2023). Purchase intention and consumer behavior: A cross-cultural study. *Journal of International Consumer Marketing*, 35(2), 123-145.
- Kim, Y., & Sullivan, P. (2019). Emotional branding speaks to consumers' heart: The case of fashion brands. *Fashion and Textiles*, 6(1). <https://doi.org/10.1186/s40691-018-0164-y>
- Kim, C. (2021). How does salespeople's personal interaction affect customers' word-of-mouth in retailing?. *Journal of Asia Business Studies*, 16(6), 833-849. <https://doi.org/10.1108/jabs-03-2021-0112>
- Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran* (13th ed.). Jakarta: Erlangga.
- Ko, E., Kim, E., Taylor, C., Kim, K., & Kang, I. (2017). Cross-national market segmentation in the fashion industry. *International Marketing Review*, 24(5), 629-651. <https://doi.org/10.1108/02651330710828022>
- Kusuma, R. (2022). Pengaruh halal knowledge, religiusitas, sikap konsumen generasi z terhadap perilaku konsumen produk kosmetik halal dalam negeri studi kuantitatif di lingkungan kota tangerang. *Ekonomi Bisnis*, 28(01), 91-99. <https://doi.org/10.33592/jeb.v28i01.2537>
- Kurnia, P., Lepar, P., & Sitio, R. (2023). Marketing communication tools, emotional connection, and brand choice: evidence from healthy food industry. *International Journal of Digital Entrepreneurship and Business*, 4(1). <https://doi.org/10.52238/ideb.v4i1.100>
- Kalliny, M., Hausman, A., & Saran, A. (2015). Religious and cultural animosity model extension: implications for purchase intentions., 7-12. https://doi.org/10.1007/978-3-319-11761-4_7
- Li, X., & Chen, W. (2021). Purchase intention and brand loyalty: An empirical study. *Journal of Brand Management*, 28(3), 245-260.

- Liyanasooriya, L. (2023). The impact of facebook on generation z consumer's fast food purchase intention; Reference to Colombo District, Sri Lanka. International Journal of Kiu, 63-67. <https://doi.org/10.37966/ijkiu2023042044>
- Liu, Y., & Hei, Y. (2021). Exploring generation z consumers' attitudes towards sustainable fashion and marketing activities regarding sustainable fashion.
- Lundblad, M. S., & Davies, I. A. (2016). Consumer behavior and sustainability in the fashion industry: A systematic review. *Sustainability*, 8(7), 618.
- Le, A., Tran, M., Nguyen, D., & Cheng, J. (2019). Heterogeneity in a dual personal values–dual purchase consequences–green consumption commitment framework. *Asia Pacific Journal of Marketing and Logistics*, 31(2), 480-498. <https://doi.org/10.1108/apjml-12-2017-0303>
- Lee, J. and Watkins, B. (2016). Youtube vloggers' influence on consumer luxury brand perceptions and intentions. *Journal of Business Research*, 69(12), 5753-5760. <https://doi.org/10.1016/j.jbusres.2016.04.171>
- Majeed, M., Owusu-Ansah, M., Ashmond, A.-A., Eugene, O., Baku, R., & Sarpong, P. B. (2021). The influence of social media on purchase intention: The mediating role of brand equity. *Cogent Business & Management*, 8(1), 1944008.
- Mayasari, D., & Arimbawa, I. (2019). The influence of fashion lifestyle, sales promotion, and self image to impulse buying behaviour and customer satisfaction. *Journal of World Conference (JWC)*, 1(1), 58-63. <https://doi.org/10.29138/prd.v1i1.58>
- Maharani, B. and Purnamarini, T. (2022). Aplikasi theory of consumption value terhadap intensi pembelian produk ramah lingkungan. *Ecobisma (Jurnal Ekonomi Bisnis Dan Manajemen)*, 9(2), 103-113. <https://doi.org/10.36987/ecobi.v9i2.2448>
- Mulyawan, I., Saefuloh, D., Wijaya, H., & Rafdinal, W. (2021). Sikap pada iklan media sosial instagram dan kesadaran merek terhadap niat pembelian pada generasi y dan z. *Jurnal Riset Bisnis Dan Investasi*, 6(3), 143-153. <https://doi.org/10.35313/jrbi.v6i3.2248>
- McNeill, L., & Moore, R. (2015). Sustainable fashion consumption and the fast fashion conundrum: Fashionable consumers and attitudes to sustainability in clothing choice. *International Journal of Consumer Studies*, 39(3), 212-222.
- McNeill, L. S. and Moore, R. (2015). Sustainable fashion consumption and the fast fashion conundrum: fashionable consumers and attitudes to sustainability in clothing choice. *International Journal of Consumer Studies*, 39(3), 212-222. <https://doi.org/10.1111/ijcs.12169>
- Mubarak, S. A., & Sanawiri, B. (2018). Pengaruh Fashion Lifestyle terhadap Purchase Intention (Studi Pada Konsumen Pakaian Second Hand @Tangankedua). *Jurnal Administrasi Bisnis*, 55(3), 33-34.

- Maharani, S. D., & Astarini, R. D. (2024). Peran Attitude sebagai Variabel Mediasi Pengaruh Digital Marketing terhadap Purchase Intention. *Jurnal Ekonomi Trisakti*, 4(1), 941-952.
- Mayasari, D. and Arimbawa, I. (2019). The influence of fashion lifestyle, sales promotion, and self image to impulse buying behaviour and customer satisfaction. *Journal of World Conference (Jwc)*, 1(1), 58-63. <https://doi.org/10.29138/prd.v1i1.58>
- MacKinnon, D. P., Lockwood, C. M., & Williams, J. (2018). Confidence limits for the indirect effect: Distribution of the product and resampling methods. *Multivariate Behavioral Research*, 39(1), 99-128.
- Nes, E., Yelkur, R., & Silkoset, R. (2015). Consumer affinity for foreign countries: Construct development, buying behavior consequences and animosity contrasts. *International Business Review*, 23(4), 774-784. <https://doi.org/10.1016/j.ibusrev.2013.11.009>
- Niinimäki, K., Peters, G., Dahlbo, H., Perry, P., Rissanen, T., & Gwilt, A. (2020). The environmental price of fast fashion. *Nature Reviews Earth & Environment*, 1(4), 189-200.
- Noe, H. (2023). Why do and why don't consumers use fashion rental services? A consumption value perspective. *Journal of Fashion Marketing and Management*, 28(3), 566-580. <https://doi.org/10.1108/jfmm-07-2023-0168>
- Neto, A., Filho, J., & Lima, A. (2021). Internationalization of culture and soft power. *European Business Review*, 34(1), 103-126. <https://doi.org/10.1108/ebr-09-2019-0240>
- Nisa, F., Viratama, A., & Hidayanti, N. (2020). Analisis pencarian informasi remaja generasi Z dalam proses pengambilan keputusan belanja online (analisis pada mahasiswa ilmu komunikasi universitas tidar). *Komunikologi Jurnal Pengembangan Ilmu Komunikasi Dan Sosial*, 4(2), 146. <https://doi.org/10.30829/komunikologi.v4i2.8377>
- Ningrum, N. and Fatikhin, A. (2020). Identification of the determinant factors of company sukuk rating in indonesia: using profit management as an intervening variable.. <https://doi.org/10.2991/ahsr.k.200723.009>
- Nunnally, J. C., & Bernstein, I. H. (1994). *Psychometric Theory* (3rd ed.). McGraw-Hill.
- O'Cass, A. (2015). Fashion clothing consumption: antecedents and consequences of fashion clothing involvement. *European Journal of Marketing*, 38(7), 869-882. <https://doi.org/10.1108/03090560410539294>
- Oberecker, E., & Diamantopoulos, A. (2017). Consumers' emotional bonds with foreign countries: Does consumer affinity affect behavioral intentions? *Journal of International Marketing*, 19(2), 45-72. <https://doi.org/10.1509/jimk.19.2.45>

- Oberecker, E., Riefler, P., & Diamantopoulos, A. (2018). The consumer affinity construct: Conceptualization, qualitative investigation, and research agenda. *Journal of International Marketing*, 16(3), 23-56. <https://doi.org/10.1509/jimk.16.3.23>
- Ogura, T. and Shiraishi, C. (2022). Cutoff value for wilcoxon-mann-whitney test by minimum p-value: application to covid-19 data. *International Journal of Statistics and Probability*, 11(3), 1. <https://doi.org/10.5539/ijsp.v11n3p1>
- Park, H., & Lin, L. M. (2020). Exploring attitude-behavior gap in sustainable consumption: Comparison of recycled and upcycled fashion products. *Journal of Business Research*, 117, 623-628.
- Park, H. and Choo, T. (2016). Influence of consumer self-confidence and self-confidence in fashion coordination on attitude toward secondhand fashion goods and purchase intention of secondhand fashion goods. *Fashion & Textile Research Journal*, 14(4), 544-553. <https://doi.org/10.5805/ksci.2012.14.4.544>
- Parker, H., Bhatti, W., Chwialkowska, A., & Marais, T. (2022). Factors influencing green purchases: An emerging market perspective. *Sustainable Development*, 31(2), 865-876. <https://doi.org/10.1002/sd.2426>
- Piontek, F. M., & Müller, M. (2018). Literature review on the state of research of circular economy in the fashion industry. *Journal of Cleaner Production*, 278, 123-135.
- Rifaldi, R. (2023). Preferensi mahasiswa generasi z di kota palu: meningkatkan literasi digital melalui qrisk m banking. *Jurnal Ilmu Perbankan Dan Keuangan Syariah*, 5(2), 166-184. <https://doi.org/10.24239/jipsya.v5i2.222.166-184>
- Rahman, R. (2024). The influence of halal fashion, lifestyle, and brand image on gen z's hijab fashion preferences in indonesia. *Journal of Islamic Economics Lariba*, 10(1), 251-270. <https://doi.org/10.20885/jielariba.vol10.iss1.art14>
- Salam, K. (2024). Gen-z marketing strategies: Understanding consumer preferences and building sustainable relationships. *Golden Ratio of Mapping Idea and Literature Format*, 4(1), 53-77. <https://doi.org/10.52970/grmilf.v4i1.351>
- Sallah, M. (2015). Participatory action research with 'minority communities' and the complexities of emancipatory tensions: Intersectionality and cultural affinity. *Research in Comparative and International Education*, 9(4), 402-411. <https://doi.org/10.2304/rcie.2015.9.4.402>
- Sari, R. (2023). The influence of webstore visual design and emotional value on muslimah clothing online purchasing decisions in gen z. *Journal of Islamic Economics and Business*, 3(1), 70-86. <https://doi.org/10.15575/jieb.v3i1.20254>
- Schiffman, L. G., & Kanuk, L. L. (2018). Consumer behavior 11/E. Pearson Prentice Hall.

- Setiawan, E. (2015). Analisis sikap konsumen terhadap produk fashion lokal dan impor. *Jurnal Economia*.
- Seyfi, F., Poudel, K., Yasuoka, J., Otsuka, K., & Jimba, M. (2016). Intention to seek professional psychological help among college students in turkey: Influence of help-seeking attitudes. *BMC Research Notes*, 6(1). <https://doi.org/10.1186/1756-0500-6-519>
- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. *Journal of Business Research*, 22(2), 159-170.
- Sjahruddin, H. (2024). Gen z consumer trends: Understanding the next wave of buying behavior. *Management Studies and Entrepreneurship Journal (MSEJ)*, 5(1), 480-485. <https://doi.org/10.37385/msej.v5i1.4085>
- Sumarwan, U. (2018). Perilaku konsumen: Teori dan penerapannya dalam pemasaran. *Ghalia Indonesia*.
- Susanto, P. (2022). Online impulse buying in the youth context: Hedonic motives, emotional
- Septiarini, E. (2022). Pengaruh kualitas produk activewear terhadap kepuasan pelanggan dengan kualitas pelayanan elektronik (e-servqual) sebagai variabel mediasi (studi kasus generasi z di kota cimahi). *Portofolio Jurnal Ekonomi Bisnis Manajemen Dan Akuntansi*, 19(1), 59-76. <https://doi.org/10.54783/portofolio.v19i1.242>
- Setiana, G. (2023). Kredibilitas endorser dan merek terhadap minat beli dengan sikap terhadap merek dan kredibilitas merek sebagai intervening pada produk lemonilo. *Budgeting Journal of Business Management and Accounting*, 5(1), 272-285. <https://doi.org/10.31539/budgeting.v5i1.7668>
- Setyawati, E., Mulyawati, I., & Soecahyadi, S. (2022). Studi kebijakan merdeka belajar kampus merdeka (mbkm) dengan menggunakan pendekatan kuantitatif dan kualitatif. *Edukatif Jurnal Ilmu Pendidikan*, 4(1), 1030-1042. <https://doi.org/10.31004/edukatif.v4i1.2003>
- Siregar, N., Sholihah, R., Supriatno, B., & Anggraeni, S. (2022). Analisis dan rekonstruksi desain kegiatan laboratorium alternatif bermuatan literasi kuantitatif pada praktikum fotosintesis ingenhouz. *Jurnal Basicedu*, 6(4), 7532-7543. <https://doi.org/10.31004/basicedu.v6i4.3568>
- Sudirman, A., Wijaya, A., Sherly, S., Halim, F., & Nainggolan, A. (2021). Purchase intention produk smartphone ditinjau dari aspek brand management. *Journal of Management and Business Review*, 18(2), 413-430. <https://doi.org/10.34149/jmbr.v18i2.292>
- Sugiarti, Y., Julyanidar, G., Rahayu, D., & Khoerunnisa, I. (2021). Hard skills and soft skills as a result of industrial practices and their impact on graduates job performance.. <https://doi.org/10.2991/assehr.k.210203.080>
- Surbakti, R., Purwanto, E., & Himmah, E. (2021). The influence of tax planning and tunneling incentive on transfer pricing decisions in multinational food

- and beverage companies sub-sector listed on idx from 2010-2018 period..
<https://doi.org/10.2991/assehr.k.210312.022>
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill Building Approach* (7th ed.). Wiley.
- Strauss, W., & Howe, N. (1991). *Generations: The History of America's Future, 1584 to 2069*. Harper Perennial.
- Schiffman, L. G., & Wisenblit, J. L. (2015). *Consumer Behavior* (11th ed.). Pearson Education.
- Szakály, Z., Kontor, E., Sándor, K., Popp, J., Pető, K., & Polereczki, Z. (2018). Adaptation of the food choice questionnaire: the case of hungary. *British Food Journal*, 120(7), 1474-1488. <https://doi.org/10.1108/bfj-07-2017-0404>
- Sartika, D. (2021). Determinan purchase intention dan implikasinya terhadap purchase decision sepatu non original (kw) pada mahasiswa perguruan tinggi di kota samarinda. *Inobis Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, 4(4), 573-587. <https://doi.org/10.31842/jurnalinobis.v4i4.206>
- Suh, S. (2017). Digital fashion image aura represented in the burberry instagram. *The Korean Society of Costume*, 67(3), 115-132. <https://doi.org/10.7233/jksc.2017.67.3.115>
- Slife, B., Wright, C., & Yanchar, S. (2016). Using Operational Definitions in Research: A Best-Practices Approach. *Journal of Mind and Behavior*, 37, 119.
- Uysal, D. (2022). Gen-z's consumption behaviours in post-pandemic tourism sector. *Journal of Tourism Leisure and Hospitality*, 4(1), 67-79. <https://doi.org/10.48119/tolcho.1099783>
- Utami, R., Nur, N., & Suleman, N. (2022). The influence of product quality, customer value, and lifestyle on purchase decisions for woven fabrics (study on: west muna weaving house). *World Journal of Advanced Research and Reviews*, 15(3), 073-081. <https://doi.org/10.30574/wjarr.2022.15.3.0762>
- Wiyono, G. (2020). *Merancang penelitian bisnis dengan alat analisis spss 25 & smartpls 3.2.8* (Yogyakarta). UPP STIM YKPN. //pustaka.kemdikbud.go.id%2F%2Findex.php%3Fp%3Dshow_detail%26id%3D48846%26keywords%3D
- Woo, E. and Kim, Y. (2019). Consumer attitudes and buying behavior for green food products. *British Food Journal*, 121(2), 320-332. <https://doi.org/10.1108/bfj-01-2018-0027>
- Wongtada, N., Rice, G., & Bandyopadhyay, S. (2017). Developing and validating affinity: a new scale to measure consumer affinity toward foreign countries. *Journal of International Consumer Marketing*, 24(3), 147-167. <https://doi.org/10.1080/08961530.2012.682037>

- Yerikho, B. (2023). Peran perilaku spekulatif dalam memoderasi pengambilan keputusan pembelian rumah generasi milenial. *Dimensi Utama Teknik Sipil*, 10(2), 285-300. <https://doi.org/10.9744/duts.10.2.285-300>
- Yulianasari, N. and Riswandi, P. (2021). Influence of local income and remaining budget calculations on opportunistic behavior of budget preparation in bengkulu province year 2013-2017.. <https://doi.org/10.2991/assehr.k.210312.002>
- Zhang, M., Guo, X., Guo, X., & Jolibert, A. (2022). Consumer purchase intention of intangible cultural heritage products (ichp): effects of cultural identity, consumer knowledge and manufacture type. *Asia Pacific Journal of Marketing and Logistics*, 35(3), 726-744. <https://doi.org/10.1108/apjml-11-2021-0831>
- Zaid, K., Pratondo, K., Indrianto, A. P., & Nurahman, I. (2022). Does Affinity Country Really Matter? Re-examining the Effect of Consumer Affinity on Consumer Purchase Intention. *International Journal of Social Science and Business*, 6(2), 253-261.

