



Hak cipta dan penggunaan kembali:

Lisensi ini mengizinkan setiap orang untuk menggubah, memperbaiki, dan membuat ciptaan turunan bukan untuk kepentingan komersial, selama anda mencantumkan nama penulis dan melisensikan ciptaan turunan dengan syarat yang serupa dengan ciptaan asli.

Copyright and reuse:

This license lets you remix, tweak, and build upon work non-commercially, as long as you credit the origin creator and license it on your new creations under the identical terms.

DAFTAR PUSTAKA

- Agriculture and Agri-Food Canada. *Modern Grocery Retailing in Major ASEAN Markets (Indonesia, Thailand, Malaysia, Singapore and the Philippines)*. April 2012. (<http://www.ats-sea.agr.gc.ca/ase/6404-eng.htm>)
- American Marketing Association. (2013). *Definition of Marketing*. (<https://www.ama.org/AboutAMA/Pages/Definition-of-Marketing.aspx>)
- Aqeel, A. (2012). Factors Influencing Saudi Women to Purchase Luxury Fashion Brand. *International Conference on Management, Behavioral Sciences and Economics Issues*
- Babin, J. Barry., Darden, R. William., Griffin, M. (1994). Work and/or Fun: Measuring Hedonic and Utilitarian Shopping Value. *Journal of Consumer Research*. Vol 20 no. 4 pp 644-656. The University of Chicago Press
- Badan Pusat Statistik. *Kontribusi Ekonomi Kreatif terhadap PDB Indonesia*. 23 Januari, 2014. (<http://gov.indonesiakreatif.net/research/kontribusi-ekonomi-kreatif-terhadap-pdb-indonesia/>)
- Bhardwaj, V., Park, Hyejune, Kim, Youn-Kyung. (2011). The Effect of Indian Consumers' Life Satisfaction on Brand Behavior toward a U.S. Global Brand. *Journal of International Consumer Marketing*. Vol 23 pp 105-116. Routledge: Taylor & Francis Group
- Board of Directors*. (2013). Fast Retailing: <http://www.fastretailing.com/eng/about/company/profile.html>
- Did you know*. (2013). Fast Retailing: <http://www.fastretailing.com/eng/about/>

Doostar, M., Akbari, M., Abbasi, R. (2013). Impact of Demographic Characteristics on Relationship between Customers' Perceived Service Quality and Websites' Services in Electronic Markets. *International Research Journal of Applied and Basic Sciences*. Vol 5 pp 530-537. Science Explorer Publications

Engel, James F., Blackwell, Roger D., Miniard, Paul W. (2006). *Consumer Behavior, 10 edition*. Singapore: Thomson South-Western

Erdogmus, I., Turan- Isil Budeyri. (2012). The role of personality congruence, perceived quality and prestige on ready-to-wear brand loyalty. *Journal of Fashion Marketing and Management*. Vol 16 no. 4 pp 399-417. Emerald Group Publishing Limited

Fast Retailing. *Industry Ranking*. 04 Februari, 2014. (<http://www.fastretailing.com/eng/ir/direction/position.html>).

Hagger, Martin S., Chatzisarantis, Nikos L D. (2005). First and higher order models of attitudes, normative influence, and perceived behavioural control in the theory of planned behavior. *The British Journal of Social Psychology*. Vol 44. Proquest

Hair, J., Black, W., Babin, B., Anderson, R., & Tatham, R. (2010). *Multivariate Data Analysis (7th ed)*. New Jersey: Pearson Education.

- Hellier, Philip.K., Geursen, Gus.M., Carr, A.Rodney., Rickard, A. John. (2002).
Customer repurchase intention: A general structural equation model.
European Journal of Marketing. Vol 37 no.11/12 pp 1762-1799, Emerald
Group Publishing Limited
- Hsin-Kuang Chi, Huerry- Ren Yeh, Ya- Ting Yang. (2009). The Impact of Brand
Awareness on Consumer Purchase Intention: The Mediating Effect of
Perceived Quality and Brand Loyalty. *The Journal of International
Management Studies*. Vol 4 no.1 pp 135-144
- Huang, Chun-Chen, Yen, Szu-Wei, Liu, Cheng-Yi, Chang, Te-Pei. (2014). The
Relationship Among Brand Equity, Customer Satisfaction, and Brand
Resonance to Repurchase Intention of Cultural and Creative Industries in
Taiwan. *International Journal of Organizational Innovation*. Vol 6.
Proquest
- Jamal, A., Goode, M. (2001). Consumers' product evaluation: A study of the
primary evaluative criteria in the precious jewellery market in the UK.
Journal of Consumer Behaviour. Vol 1-2 pp 140-155. Henry Steward
Publications
- Kim, Hyun D., Lough, N. (2007). An Investigation into Relationships among
Constructs of Service Quality, Customer Satisfaction, and Repurchase
Intention in Korean Private Golf Courses. *Journal of Research in Health,
Physical Education, Recreation, Sport & Dance*. Vol 2. Proquest.

Kisah Sukses Uniqlo di Pasar Ritel Pakaian Dunia. (2013). Ciputra Entrepreneurship: <http://www.ciputraentrepreneurship.com/internasional-product/kisah-sukses-uniqlo-di-pasar-ritel-pakaian-dunia>.

Knight, D.K., Eun-Yong Kim. (2006). Japanese consumers' need for uniqueness: Effects on brand perceptions and purchase intention. *Journal of Fashion Marketing and Management*. Vol 11 no.2 pp 270-280, Emerald Group Publishing Limited

Kotler, Philip., & Armstrong, Garry. (2010). *Principle of Marketing, 13 edition*. United States of America : Pearson Higher Education

Kotler, Philip. (2005). *According to Kotler*. Indonesia : PT Bhuana Ilmu Populer

Kumar, A., Kim, Youn-Kyung, Pelton, L. (2009). *International Journal of Retail & Distribution Management*. Vol 37 no.6 pp 510-526. Emerald Group Publishing Limited

Kurtz, D. & Boone. (2010). *Principles of Contemporary Marketing (14th ed.)*. China: Cengage Learning

Lekprayura, S. (2012). Brand Equity and Factors Affecting Consumer's Purchase Intention towards Luxury Brands in Bangkok Metropolitan Area. *World Academy of Science, Engineering and Technology*. Vol 6 pp 522-527

Leo, C., Bennett, R., Hartel, Charmine E.J. (2005). Cross-cultural Differences in Consumer Decision-Making Styles. *International Business Journal*. Barmarick Publications

- Liao, J., Wang, L. (2009). Face as a Mediator of the Relationship between Material Value and Brand Consciousness. *Journal of Psychology & Marketing*. Vol 26. Wiley Interscience
- Malhotra, N., (2012). Basic Marketing Research 4th Edition. *Pearson Education, Inc.*, New Jersey.
- Martin, Brett A S., Wentzel, Daniel., Tomczak, Torsten. (2008). Effects of Susceptibility to Normative Influence and Type of Testimonial on Attitudes Toward Print Advertising. *Journal of Advertising*. Vol 37. Proquest
- Min-Young Lee, You-Kyun Kim, Pelton, L., Knight, D., Forney, J. (2008). Factors affecting Mexican college students' purchase intention toward a US apparel brand. *Journal of Fashion Marketing and Management*. Vol 12 no.3 pp 294-307, Emerald Group Publishing Limited
- Monirul, Md., Jang-Hul Han. (2012). Perceived Quality and Attitude Toward Tea & Coffee by Consumers. *International Journal of Business Research and Management*. Vol 3 pp 100-112
- Moreau, R. (2014). *Year of the Horse: Outlook for Retailing in Asia Pacific in 2014 and Beyond*. 12 Februari, 2014. (<http://blog.euromonitor.com/2014/02/year-of-the-horse-outlook-for-retailing-in-asia-pacific-in-2014-and-beyond.html>)
- Orth, Ulrich R., Kahle, Lynn R. (2008). Intrapersonal Variation in Consumer Susceptibility to Normative Influence: Toward a Better Understanding of Brand Choice Decisions. *The Journal of Social Psychology*. Vol 148. Proquest

Pengunjung Padati Pembukaan Gerai Uniqlo Mal Taman Anggrek. (2013). SWA:
<http://swa.co.id/business-strategy/pengunjung-padati-pembukaan-gerai-uniqlo-mal-taman-anggrek>.

Perrault, William D., & McCarthy, E. Jerome. (2002). *Basic Marketing – A Global Managerial Approach, 16 edition*. McGraw-Hill Publishing Co.

Peter, J. Paul., Olson, Jerry C, (2005). *Consumer Behavior & Marketing Strategy*. Singapore: McGraw-Hill Publishing Co.

Prayogo, O. (2013). *Uniqlo berambisi menjadi ritel fesyen nomor wahid*. 13 Februari, 2013. (<http://industri.kontan.co.id/news/uniqlo-berambisi-menjadi-ritel-fesyen-nomor-wahid>)

Rahayu Martha, E. (2013). *Bidik Segmen Anak Muda, Uniqlo Perkenalkan Brand Ambassador Terbaru*. 19 Maret, 2013. (<http://swa.co.id/corporate/bidik-segmen-anak-muda-uniqlo-perkenalkan-brand-ambassador-terbaru>)

Rahayu Martha, E. (2013). *Pengunjung Padati Pembukaan Gerai Uniqlo Mal Taman Anggrek*. 29 November, 2013. (<http://swa.co.id/business-strategy/pengunjung-padati-pembukaan-gerai-uniqlo-mal-taman-anggrek>)

Ranjbarian B., Sanayei, A., Kaboli, M.R., Hadadian, A. (2012). *International Journal of Business and Management*. Vol 7 no.6 pp 40-48. Canadian Center of Science and Education

Rinaldi, D. (2013). *Uniqlo Buka Gerai pertamanya di Indonesia 22 Juni 2013*. 20 Juni, 2013. (<http://swa.co.id/corporate/uniqlo-buka-gerai-pertamanya-di-indonesia-22-juni-2013>)

- Schiffman, Leon G., Kanuk, Leslie Lazar., Wisenblit, Joseph. (2010). *Consumer Behavior* 10 edition, United States of America: Pearson Higher Education
- Sekaran dan Bounjie. (2010). *Research Methods for Business* fifth edition, United Kingdom: John Wiley & Sons Ltd
- Shah, I.Syed., Shahzad, A., Ahmed, T., Ahmed, I. (2012). Factors Affecting Pakistan's University Students' Purchase Intention Towards Foreign Apparel Brands. *Journal of Management*. Vol 17 pp 1-14
- Shaheen, N. (2008). Purchasing Behavior: Ethnocentric or Polycentric. *Journal of Managerial Sciences*. Vol 2 no. 2.
- Shannaz, N., Sabrina, O S. (2012). Hubungan Antara Pengaruh Normatif dan Niat Beli Pakaian Merek Luar Negeri: Kesadaran Merek, Kualitas, dan Nilai Emosi Sebagai Variabel Mediasi.
- Solomon, Michael R. (2009). *Consumer Behavior: Buying, Having and Being*, 8 edition. United States of America: Pearson Higher Education
- Vazifehdust, H., Reihani, N. (2013). *Journal of Basic and Applied Scientific Research*. Pp 914-923. TextRoad Publication
- Wijanto, S.H. (2008). *Structural Equation Modeling dengan Lisrel 8.8*. Yogyakarta: Graha Ilmu.
- Ye, L., Bose M., Pelton, L. (2012). Dispelling the collective myth of Chinese consumers: a new generation of brand-conscious individualist. *Journal of Consumer Marketing*. Vol 29 no.3 pp 190-201, Emerald Group Publishing Limited

Yu-An Huang, Ian Phau, Chad Lin. (2010). Consumer animosity, economic hardship, and normative influence. *European Journal of Marketing*. Vol 44 no.7/8 pp 909-937. Emerald Group Publishing Limited.