

## DAFTAR PUSTAKA

- Aaker, D. A., & Shansby, J. G. (1982). Positioning your product. *Business Horizons*, 25(3), 56–62. [https://doi.org/10.1016/0007-6813\(82\)90130-6](https://doi.org/10.1016/0007-6813(82)90130-6)
- Albaum, G. (1997). The Likert Scale Revisited. *Market Research Society. Journal.*, 39(2), 1–21. <https://doi.org/10.1177/147078539703900202>
- Bakhshian, S., & Lee, Y. A. (2022). Social acceptability and product attributes of smart apparel: Their effects on consumers' attitude and use intention. *The Journal of The Textile Institute*, 113(4), 671–680. <https://doi.org/10.1080/00405000.2021.1898138>
- Chadha, S. K., & Kapoor, D. (2008). An Attribute Based Perceptual Mapping of the Selected Private Life Insurance Companies: An Empirical Study in Ludhiana. *Vision: The Journal of Business Perspective*, 12(3), 53–60. <https://doi.org/10.1177/097226290801200305>
- David, F. R. (2011). *Strategic management: Concepts and cases* (13th ed). Prentice Hall.
- Ghalachyan, A., & Karpova, E. (2021). Development of Apparel Product Evaluation (APE) framework: A systematic classification of evaluative criteria. *International Journal of Fashion Design, Technology and Education*, 14(2), 243–252. <https://doi.org/10.1080/17543266.2021.1916839>
- Gigauri, I. (2019). *Applying Perceptual Mapping Method for Successful Positioning Strategy*. Vol. 1(Issue. 1), 14–23. <https://doi.org/10.63105/IJMBS.2019.1.1.7>
- Gürel, E. (2017). SWOT ANALYSIS: A THEORETICAL REVIEW. *Journal of*

- International Social Research*, 10(51), 994–1006.  
<https://doi.org/10.17719/jisr.2017.1832>
- Hair, J. F. (Ed.). (2014). *Multivariate data analysis* (7. ed., Pearson new internat. ed). Pearson.
- Hartley, J. (2014). Some thoughts on Likert-type scales. *International Journal of Clinical and Health Psychology*, 14(1), 83–86. [https://doi.org/10.1016/S1697-2600\(14\)70040-7](https://doi.org/10.1016/S1697-2600(14)70040-7)
- Hawkins, D. I., & Mothersbaugh, D. L. (2016). *Consumer behavior: Building marketing strategy* (Thirteenth edition). McGraw-Hill Education.
- Jebb, A. T., Ng, V., & Tay, L. (2021). A Review of Key Likert Scale Development Advances: 1995–2019. *Frontiers in Psychology*, 12, 637547.  
<https://doi.org/10.3389/fpsyg.2021.637547>
- Joshi, A., Kale, S., Chandel, S., & Pal, D. (2015). Likert Scale: Explored and Explained. *British Journal of Applied Science & Technology*, 7(4), 396–403.  
<https://doi.org/10.9734/BJAST/2015/14975>
- Kahle, L. R., & Malhotra, N. K. (1994). Marketing Research: An Applied Orientation. *Journal of Marketing Research*, 31(1), 137. <https://doi.org/10.2307/3151953>
- Kotler, P., & Armstrong, G. (2018). *Principles of marketing* (Seventeenth edition). Pearson Higher Education.
- Kotler, P., & Keller, K. L. (2012). *Marketing management* (14th [ed.]). Prentice Hall.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15 [edition]). Pearson.
- Lee, J., & Nguyen, M. J. (2017). Product attributes and preference for foreign brands among Vietnamese consumers. *Journal of Retailing and Consumer Services*,

- 35, 76–83. <https://doi.org/10.1016/j.jretconser.2016.12.001>
- Liu, H., Guo, C., & Zhang, B. (2022). Attractiveness consumption, personality traits and sustainability: Construction and empirical application of evaluation indicators for attractive attributes of China-chic T-shirt products. *Frontiers in Psychology*, 13, 1101978. <https://doi.org/10.3389/fpsyg.2022.1101978>
- Mugavin, M. E. (2008). Multidimensional Scaling: A Brief Overview. *Nursing Research*, 57(1), 64–68.  
<https://doi.org/10.1097/01.NNR.0000280659.88760.7c>
- Norum, P. S., & Ha-Brookshire, J. E. (2011). Consumer Trade-Off Analysis and Market Share Estimation for Selected Socially Responsible Product Attributes for Cotton Apparel. *Clothing and Textiles Research Journal*, 29(4), 348–362.  
<https://doi.org/10.1177/0887302X11425956>
- Lalaounis, S. T. (2021). *Strategic brand management and development: Creating and marketing successful brands*. Routledge, Taylor and Francis Group.
- Malhotra, N. K., Nunan, D., & Birks, D. F. (2017). *Marketing research: An applied approach* (Fifth Edition). Pearson.
- Mayliana, & Fabriansyah. (2013, Desember). ANALISIS PENGARUH POSITIONING, DIFERENSIASI DAN EKUITASMEREK TERHADAP KEPUTUSAN PEMBELIAN PADAPRODUK KUKU BIMA ENER-G (STUDI PADA PELANGGAN TOKO H.ABAS KELURAHAN SEMANAN). *Jurnal Manajemen dan Bisnis*, 17, 133-144.  
doi:<https://doi.org/10.23917/benefit.v17i2.1383>.

Niculescu, M. (2006). Strategic positioning in Romanian higher education. *Journal of Organizational Change Management*, 19(6), 725–737.

<https://doi.org/10.1108/09534810610708378>

Pandensolang, J. D., & Tawas, H. N. (2015). *PENGARUH DIFERENSIASI, KUALITAS PRODUK DAN EKUITAS MEREK TERHADAP KEPUTUSAN PEMBELIAN COCA-COLA PADA PT. BANGUN WENANG BEVERGES COMPANY DI MANADO.*

Rahima, P. (2018). PENGARUH STRATEGI POSITIONING TERHADAP KEPUTUSAN PEMBELIAN PADA PRODUK AIR MINUM DALAM KEMASAN BOTOL MEREK NARMADA (STUDI KASUS: PADA MASYARAKAT LINGKUNGAN KEBUN SARI MATARAM). *Jurnal VARIAN*, 1(2), 92–101. <https://doi.org/10.30812/varian.v1i2.75>

Rausch, T. M., Baier, D., & Wening, S. (2021). Does sustainability really matter to consumers? Assessing the importance of online shop and apparel product attributes. *Journal of Retailing and Consumer Services*, 63, 102681. <https://doi.org/10.1016/j.jretconser.2021.102681>

Ries, A., & Trout, J. (2001). Positioning: The Battle for Your Mind. *Journal of Marketing*, 56(1), 122. <https://doi.org/10.2307/1252139>

Robbins, S. P., & Coulter, M. K. (2018). *Management* (14E [edition]). Pearson Education.

Sen, A. (2008). The US fashion industry: A supply chain review. *International Journal of Production Economics*, 114(2), 571–593.

<https://doi.org/10.1016/j.ijpe.2007.05.022>

Vlados, C. (n.d.). *ON A CORRELATIVE AND EVOLUTIONARY SWOT ANALYSIS*.

Wijayanti, A. W., Wijayanto, A., & Prihartini, A. E. (2023). *PENGARUH POSITIONING, DIFERENSIASI PRODUK DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN PRODUK IPHONE (STUDI PADA MAHASISWA PENGGUNA IPHONE DI KOTA SEMARANG)*. 12(1).