

## DAFTAR PUSTAKA

- Belch, G. E., Belch, M. A., Kerr, G., Powell, I., & Waller, D. (2020). *Advertising: An Integrated Marketing Communication Perspective 4e*.
- Dihni, V. A. (2022, April 22). *Ini Deretan Barang yang Paling Sering Dibeli Masyarakat Saat Belanja Online*. databoks. <https://databoks.katadata.co.id/datapublish/2022/04/22/ini-deretan-barang-yang-paling-sering-dibeli-masyarakat-saat-belanja-online>
- Ghosh, P., Saha, S., Sanyal, S. N., & Mukherjee, S. (2021). Positioning of Private Label Brands of Men's Apparel Against National Brands. *Journal of Marketing Analytics*, 9(3), 210–227. <https://doi.org/10.1057/s41270-020-00091-7>
- Gigauri, I. (2019). Perceptual Mapping as a Marketing Research Tool for Brand Positioning. *International Journal of Economics and Management Studies*, 6(4), 73–79. <https://doi.org/10.14445/23939125/ijems-v6i4p110>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis Eight Edition*. [www.cengage.com/highered](http://www.cengage.com/highered)
- Hong, W. Y., Al-Mashhadani, A. F. S., & Hashim, Z. H. (2021). Increasing Brand Awareness of a New Company using Digital Marketing. Dalam *Action Research in Business Management* (hlm. 65–73). Association of Professional Researchers and Academician (APRA).
- Ikbal, M., Saragi, S., & Sitanggang, M. L. (2021). The Effect of Sales Distribution Channels and Promotion Policies on Consumer Buying Behavior and Its Impact on Sales Volume. *The International Journal of Business Review*, 4(1), 23–32.
- Jannah, I. N., & Kodrat, D. S. (2021). Analysis of the consumer preferences of attributes of Rajini Modest Fashion Products. *KnE Social Sciences*. <https://doi.org/10.18502/kss.v5i5.8801>
- Kochan, R. S., & Turek, P. (2021). Consumer Perception vs Sensory Assessment of the Quality of Clothes of Selected Brands Available on the Polish Market. *Journal of Fashion Marketing and Management: An International Journal*, 25(4), 682–696. <https://doi.org/10.1108/JFMM-05-2020-0101>
- Kotler, P., & Armstrong, G. (2021). *Principles of Marketing Global Eighteenth Edition*.
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing Management*.
- Krak, I. V., Kudin, G. I., & Kulyas, A. I. (2019). Multidimensional Scaling by Means of Pseudoinverse Operations. *Cybernetics and Systems Analysis*, 55(1), 22–29. <https://doi.org/10.1007/s10559-019-00108-9>

- Krizanova, A., Lazaroiu, G., Gajanova, L., Kliestikova, J., Nadanyiova, M., & Moravcikova, D. (2019). The effectiveness of Marketing Communication and Importance of its Evaluation in an Online Environment. *Sustainability (Switzerland)*, *11*(24). <https://doi.org/10.3390/su11247016>
- Le, T. Q., Kohda, Y., & Huynh, V. N. (2019). *Using Conjoint Analysis to Estimate Customers' Preferences in the Apparel Industry*.
- Lopes, A. M., & Machado, J. A. T. (2022). Multidimensional Scaling and Visualization of Patterns in Global Large-Scale Accidents. *Chaos, Solitons and Fractals*, *157*. <https://doi.org/10.1016/j.chaos.2022.111951>
- Malhotra, N. K. (2020). *Marketing Research An Applied Orientation Seventh Edition*.
- Mukaromah, A. L., Kusuma, I. G. N. A. E. T., & Anggraini, N. P. N. (2019). The Effect of Green Marketing, Brand Awareness and Price Perception on Purchase Descision. *International Journal of Applied Business & International Management* , *4*(3).
- Niculescu, M. (2006). Strategic Positioning in Romanian Higher Education. *Journal of Organizational Change Management*, *19*(6), 725–737. <https://doi.org/10.1108/09534810610708378>
- Pratama, M. A., & Kusumawardhani, A. (2021). The Influence of Digital Marketing on Brand Equity Mediating by Brand Awareness. *Diponegoro Journal of Management*, *10*(1). <http://ejournal-s1.undip.ac.id/index.php/dbr>
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*.
- Yuniar, W. A., Rohayati, Y., & Kusmayanti, I. N. (2022). Perancangan Perbaikan Positioning Produk T-shirt Nakhoda Nusantara berdasarkan Perceptual Mapping menggunakan Metode Multidimensional Scaling dan SWOT Analysis. *Jurnal Ilmu Manajemen*, *12*(1). <https://doi.org/10.32502/jimn.v12i1.4781>