

DAFTAR PUSTAKA

- Keller, K. L. (1988). *Consumer-Based Brand Equity: A Conceptual Framework and Empirical Results*. Marketing Science Institute.
- Keller, K. L. (n.d.). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. Prentice Hall.
- Subandy, I. (2007). *Fashion sebagai Komunikasi*. Pustaka Pelajar.
- Adji, N. A. (2014). Pengaruh Dimensi *Brand trust* dan *Brand image* Terhadap Keputusan Pembelian Konsumen. *Jurnal Komunikasi Pemasaran*, 8(3), 67-75.
- Aaker, D. A. (1991). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. Free Press.
- Boulding, K. E. (1956). *The Image: Knowledge in Life and Society*. University of Michigan Press.
- Covey, S. R. (1989). *The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change*. Free Press.
- Drucker, P. F. (1954). *The Practice of Management*. Harper & Brothers.
- Ferrinadewi, E. (2008). *Merek dan Psikologi Konsumen: Implikasi pada Strategi Pemasaran*. Graha Ilmu.
- Horsager, D. (2012). *The Trust Edge: How Top Leaders Gain Faster Results, Deeper Relationships, and a Stronger Bottom Line*. Free Press.
- Keller, K. L. (2013). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (4th ed.). Pearson Education Limited.
- Kotler, P., & Keller, K. L. (2012). *Marketing Management* (14th ed.). Pearson Prentice Hall.
- Luarn, P., & Lin, H. H. (2003). A Customer Loyalty Model for E-Service Context. *Journal of Electronic Commerce Research*, 4(4), 156-167.
- McKnight, D. H., Choudhury, V., & Kacmar, C. (2002). Developing and Validating Trust Measures for E-Commerce: An Integrative Typology. *Information Systems Research*, 13(3), 334-359.
- Rangkuti, F. (2012). *The Power of Brands*. Gramedia Pustaka Utama.
- Schutz, A. (1967). *The Phenomenology of the Social World*. Northwestern University Press.
- Tjiptono, F. (2015). *Strategi Pemasaran* (4th ed.). Andi.
- Zohra, H. (2013). Pengaruh *Brand trust* terhadap Loyalitas Konsumen. *Jurnal Manajemen Pemasaran*, 7(2), 111-119.
- Atkinson, P. (2014). *The Ethnographic Imagination: Textual Constructions of Reality*. Routledge.
- Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (4th ed.). SAGE Publications.

- Geertz, C. (1973). *The Interpretation of Cultures: Selected Essays*. Basic Books.
- Green, J., & Thorogood, N. (2018). *Qualitative Methods for Health Research* (4th ed.). SAGE Publications.
- Kvale, S. (1996). *InterViews: An Introduction to Qualitative Research Interviewing*. SAGE Publications.
- Kuhn, T. S. (1962). *The Structure of Scientific Revolutions*. University of Chicago Press.
- Miles, M. B., & Huberman, A. M. (1994). *Qualitative Data Analysis: An Expanded Sourcebook* (2nd ed.). SAGE Publications.
- Patton, M. Q. (2015). *Qualitative Research & Evaluation Methods* (4th ed.). SAGE Publications.
- Schutz, A. (1967). *The Phenomenology of the Social World*. Northwestern University Press.
- Silverman, D. (2011). *Interpreting Qualitative Data: A Guide to the Principles of Qualitative Research* (4th ed.). SAGE Publications.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta.
- van Manen, M. (1990). *Researching Lived Experience: Human Science for an Action Sensitive Pedagogy*. SUNY Press.
- Yin, R. K. (2018). *Case Study Research and Applications: Design and Methods* (6th ed.). SAGE Publications.
- Lassoued, R., & Hobbs, J. E. (2015). Consumer confidence in credence attributes: The role of brand trust. *Food Policy*, 52, 99-107.
- Ng, J. (2024). Branding in fashion: Expressing individuality through storytelling. *Journal of Fashion Marketing*, 12(3), 45-58.
- Mahmoud, T. S. I. (2024). The correlation between brand experience and brand love in the fashion industry. *International Journal of Fashion Studies*, 9(2), 112-130.
- Keller, K. L. (2013). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (4th ed.). Pearson Education Limited.
- Tjiptono, F. (2015). *Strategi Pemasaran* (4th ed.). Andi.
- Aaker, D. A. (1991). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. Free Press.
- Kotler, P., & Keller, K. L. (2012). *Marketing Management* (14th ed.). Pearson Prentice Hall.
- Covey, S. R. (1989). *The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change*. Free Press.
- Drucker, P. F. (1954). *The Practice of Management*. Harper & Brothers.
- Rangkuti, F. (2012). *The Power of Brands*. Gramedia Pustaka Utama.

McKnight, D. H., Choudhury, V., & Kacmar, C. (2002). Developing and Validating Trust Measures for E-Commerce: An Integrative Typology. *Information Systems Research*, 13(3), 334-359.

Luarn, P., & Lin, H. H. (2003). A Customer Loyalty Model for E-Service Context. *Journal of Electronic Commerce Research*, 4(4), 156-167.

Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, 65(2), 81-93.

Subandy, I. (2007). *Fashion sebagai Komunikasi*. Pustaka Pelajar.

Silverman, D. (2011). *Interpreting Qualitative Data: A Guide to the Principles of Qualitative Research* (4th ed.). SAGE Publications.

Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta.