

DAFTAR PUSTAKA

- Ahdiat, A. (2022). *Banyak Konsumen Lebih Pilih E-Commerce untuk Belanja Fashion*. Databoks.Katadata.Co.Id.
<https://databoks.katadata.co.id/infografik/2022/09/08/banyak-konsumen-lebih-pilih-e-commerce-untuk-belanja-fashion>
- Amin, N. F., Garancang, S., & Abunawas, K. (2023). KONSEP UMUM POPULASI DAN SAMPEL DALAM PENELITIAN. *Buku Ajar Statistika Dasar*, 14(1). <https://doi.org/10.21070/2017/978-979-3401-73-7>
- Andria, Y. G., & Setiadi, Y. W. (2023). Pengaruh Brand Image Dan Customer Satisfaction Terhadap Loyalitas Konsumen. *Jurnal Entrepreneur Dan Manajemen Sains (JEMS)*, 4(2), 419–433.
<https://doi.org/10.36085/jems.v4i2.5520>
- AzZahra, P. A. (2022). *Fashion Modern dan Para Remaja yang Mengikuti Perkembangan Fashion*. Kompasiana.Com.
<https://www.kompasiana.com/putriayuazzahra/61f3fcd87000021ef0c7744/fashion-modern-dan-para-remaja-yang-mengikuti-perkembangan-fashion-kompasiana-2022>
- Chandra, G. E., & Yusrin, N. A. (2021). SATISFACTION TERHADAP REPURCHASE INTENTION BRAND X DI TANGERANG. *Urnal Nusa Manajemen*, 2(2), 276–298.
- Daniel, M. C., & Arif, M. (2024). THE INFLUENCE OF PRODUCT QUALITY AND BRAND IMAGE ON REPURCHASE INTEREST WITH CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE IN MIXUE STORE IN MEDAN CITY. *Proceeding International Seminar on Islamic Studies*, 5(1). <https://doi.org/10.22219/bimantara.v1i1.20948>
- Djojokusumo, J. K., Efrata, T. C., Efrata, T. C., Kristanti, L., & Kristanti, L. (2023). Pengaruh E-Service Quality Terhadap Repurchase Intention Melalui Mediasi Customer Satisfaction Pada Pembelian Makanan Siap Saji (Rice Bowl) Pada Target Pasar Usaha Dapur Nusantara. *Performa*, 6(4), 331–340.
<https://doi.org/10.37715/jp.v6i4.1980>
- Faiqatul Munawwarah, Halimatus Sa'diyah, Iik Timamah, & Faridatul Jannah. (2025). Essential Components of Quantitative Research: A Guide for Beginner Researchers. *INTERDISIPLIN: Journal of Qualitative and Quantitative Research*, 2(1), 53–62. <https://doi.org/10.61166/interdisiplin.v2i1.63>
- Girsang, N. M., Rini, E. S., & Gultom, P. (2020). The Effect Of Brand Image And Product Quality On Re-Purchase Intention With Customer Satisfaction As Intervening Variables In Consumers Of Skincare Oriflame Users – A Study

- on Students Of North Sumatra. *European Journal of Management and Marketing Studies*, 5(1), 40–57. <https://doi.org/10.5281/zenodo.3627548>
- Gusfi, D. A., & Saputri, M. E. (2024). Influence of E-Service Quality on Customer Satisfaction and Repurchase Interest Using SEM-PLS in McDonald ' s. *Jurnal Sosioteknologi*, 23(1), 66–77.
- H, A. T., & Winston. (2021). THE INFLUENCE OF E-SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION AND CUSTOMER LOYALTY ON GOPAY ELECTRONIC WALLET USERS. *Jurnal Inovasi Penelitian*, 2(6).
- Hadirahmanto, K., & Nuvriasari, A. (2025). The Role of Consumer Satisfaction in Mediating the Influence of Green Marketing and Brand Image on the Repurchase Intention of Starbucks Products. *Asian Journal of Applied Business and Management*, 4(1), 243–258. <https://doi.org/10.55927/ajabm.v4i1.43>
- Hair, J., & Alamer, A. (2022). Partial Least Squares Structural Equation Modeling (PLS-SEM) in second language and education research: Guidelines using an applied example. *Research Methods in Applied Linguistics*, 1(3), 100027. <https://doi.org/10.1016/j.rmal.2022.100027>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Mediation Analysis*. https://doi.org/10.1007/978-3-030-80519-7_7
- Henseler, J., Hubona, G., & Ray, P. A. (2016). Using PLS path modeling in new technology research: Updated guidelines. *Industrial Management and Data Systems*, 116(1), 2–20. <https://doi.org/10.1108/IMDS-09-2015-0382>
- Humaira, A. (2020). *Spire Insight: Industri Sepatu Indonesia Potensi Besar Produk Dalam Negeri*. Techobusiness.Id. <https://techobusiness.id/insight/ys-insights/2020/02/20/industri-sepatu-indonesia-potensi-besar-produk-dalam-negeri/>
- Huseynli, B., & Mammadova, S. (2022). Determining the Moderator Role of Brand Image on Brand Innovativeness, Consumer Hope, Customer Satisfaction and Repurchase Intentions. *International Journal of Economics and Business Administration*, X(Issue 2), 59–77. <https://doi.org/10.35808/ijebe/766>
- Jayusman, I., & Shavab, O. A. K. (2020). Aktivitas Belajar Mahasiswa Dengan Menggunakan Media Pembelajaran Learning Management System (Lms) Berbasis Edmodo Dalam Pembelajaran Sejarah. *Jurnal Artefak*, 7(1), 13. <https://doi.org/10.25157/ja.v7i1.3180>
- Khoirunnisa, P. S., & Adhiatma, A. (2024). Peran Customer Satisfaction Memediasi Pengaruh Brand Image dan Perceived Value Terhadap Repurchase Intention Iphone Pada Generasi Z Di Kabupaten Kudus. *Indonesian Journal of Economic and Social Science*, 2(2).
- kumparan. (2020). *Respons Ventela Setelah Vans Minta Instagram Hapus Sneakers*

- yang Dinilai Plagiat. Kumparan.Com.
<https://kumparan.com/millennial/respons-ventela-setelah-vans-minta-instagram-hapus-sneakers-yang-dinilai-plagiat-1tIwvFTHG7M/2>
- Kurniawan, I. C., & Remiasa, M. (2022). Analisa E-Service Quality Terhadap Repurchase Intention Melalui Customer E-Satisfaction Sebagai Variabel Intervening Pada Pembelian Online Di Zalora Indonesia. *Jurnal Manajemen Perhotelan*, 7(2), 75–83. <https://doi.org/10.9744/jmp.7.2.75-83>
- Kusumatriana, A. L., Hasyati, A. N., Pravitasari, C., Sutarsih, T., & Wulandari, V. C. (2025). *Statistik E-Commerce 2023* (Volume 6). Badan Pusat Statistik.
- Liputan6.com. (2025). *Indonesia Konsumen Sepatu Terbesar ke-4 Dunia, Capai 806 Juta Pasang*. Liputan6.Com. <https://www.liputan6.com/bisnis/read/5188137/indonesia-konsumen-sepatu-terbesar-ke-4-dunia-capai-806-juta-pasang?page=2>
- Lucky, O. S., Siti Aisjah, & Ningrum, A. P. (2023). The impacts of store price image and brand image on repurchase intention with customer satisfaction as mediation. *International Journal of Research in Business and Social Science* (2147- 4478), 12(1), 22–30. <https://doi.org/10.20525/ijrbs.v12i1.2269>
- Mehta, A. M. (2020). How brand image and perceived service quality affect customer loyalty through customer satisfaction consumer perception and behavioral intention view project intrinsic and extrinsic rewards view project. *Academy of Marketing Studies Journal*, 24(March), 1–10. <https://www.researchgate.net/publication/340105373>
- Nasution, E. M., & Aramita, F. (2024). Pengaruh Lokasi dan Kelengkapan Produk Terhadap Keputusan Pembelian Konsumen di toko Sehati Jaya. *Jurnal Ilmiah Manajemen Dan Bisnis (JIMBI)*, 5(1), 62–71. <https://doi.org/10.31289/jimbi.v5i1.4331>
- Nor, A. S. (2020). *Polemik Sepatu Ventela, Hingga “Ditegur” Vans karena Mirip*. Mainbasket.Com. <https://www.mainbasket.com/index.php/r/8005/polemik-sepatu-ventela-hingga-ditegur-vans-karena-mirip>
- Pratisthita, D. A. A. P., Yudhistira, P. G. A., & Agustina, N. K. W. (2022). Effect of Brand Positioning, Brand Image, and Perceived Price on Consumer Repurchase Intention Low-Cost Carrier. *Jurnal Manajemen Teori Dan Terapan | Journal of Theory and Applied Management*, 15(2). <https://doi.org/10.20473/jmtt.v15i2.35715>
- Prihatini, W., & Gumilang, D. A. (2021). The Effect of Price Perception, Brand Image and Personal Selling on the Repurchase Intention of Consumers B to B of Indonesian General Fishery Companies with Customer Satisfaction as Intervening Variables. *European Journal of Business and Management Research*, 6(2), 91–95. <https://doi.org/10.24018/ejbmr.2021.6.2.756>
- Puspaningrum, A. (2020). the Influence of Brand Image on Satisfaction To Improve

- Customer Retention Towards Batik Keris in Malang City. *Jurnal Aplikasi Manajemen*, 18(1), 142–151. <https://doi.org/10.21776/ub.jam.2020.018.01.14>
- Putri, F. R., & Indriani, F. (2020). The effect of e-service quality and brand image on e-loyalty through brand trust and e-satisfaction as intervening variables. *Budapest International Research and Critics Institute-Journal*, 5(2), 9596–9604.
- Putri, P. P. S. S., & Setiawati, C. I. (2021). and Repurchase Intention : Analyzing the Impact on E-Commerce Platform. *Journal of Applied Management (JAM)*, 200, 825–837.
- Raja, M. R., & Yuana, P. (2024). Pengaruh Perceived Trust, Perceived Value Dan Brand Image Terhadap Repurchase Intention. *Jurnal Manajemen Pemasaran Dan Perilaku Konsumen*, 3(1), 255–266. <https://doi.org/10.21776/jmppk.2024.03.1.25>
- Shmueli, G., Ray, S., Velasquez Estrada, J. M., & Chatla, S. B. (2016). The elephant in the room: Predictive performance of PLS models. *Journal of Business Research*, 69(10), 4552–4564. <https://doi.org/10.1016/j.jbusres.2016.03.049>
- Simamora, B. (2022). Skala Likert, Bias Penggunaan dan Jalan Keluarnya. *Jurnal Manajemen*, 12(1), 84–93. <https://doi.org/10.46806/jman.v12i1.978>
- Sindarto, J., Ellitan, L., & Agung, D. A. (2023). The Influence of Brand Image and Product Innovation on Customer Repurchase Intention through The Mediation of Customer Satisfaction Towards Indomie. *Journal of Entrepreneurship & Business*, 4(1), 32–45. <https://doi.org/10.24123/jeb.v4i1.5275>
- Ventela. (2024). *Tentang Ventela*. Ventela.Com. <https://www.ventela.com/voi.id>
- voi.id. (2020). *Dugaan Plagiarisme, Vans Minta Instagram Hapus Unggahan Ventela*. Voi.Id. <https://voi.id/lifestyle/5286/dugaan-plagiarisme-vans-minta-instagram-hapus-unggahan-ventela>
- Wajdi, F., Seplyana, D., Juliastutu, Rumahlewang, E., & Fatchiatuzahro. (2021). *Metode Penelitian Kuantitatif* (Edisi Pert). Widina Media Utama.
- Waruwu, M., Pu`at, S. N., Utami, P. R., Yanti, E., & Rusydiana, M. (2025). Metode Penelitian Kuantitatif: Konsep, Jenis, Tahapan dan Kelebihan. *Jurnal Ilmiah Profesi Pendidikan*, 10(1), 917–932. <https://doi.org/10.29303/jipp.v10i1.3057>
- Wilis, R. A., & Nurwulandari, A. (2020). The effect of E-Service Quality, E-Trust, Price and Brand Image Towards E-Satisfaction and Its Impact on E-Loyalty of Traveloka's Customer. *JIMEA: Jurnal Ilmiah MEA (Manajemen, Ekonomi, Akuntansi)*, 4(3), 1061–1099. <https://journal.stiemb.ac.id/index.php/mea/article/view/609>
- Yanto, R. T. Y., & Anjasari, A. D. (2021). Pengaruh E-Service Quality Terhadap Kepuasan Pelanggan E-Commerce (Studi Kasus Pengguna Toko Online Shopee). *Jurnal Bisnis Dan Pemasaran*, 11(1).