

DAFTAR PUSTAKA

- Abdel Wahab, H., Diaa, N. M., & Ahmed Nagaty, S. (2023). Demographic characteristics and consumer decision-making styles: Do they impact fashion product involvement? *Cogent Business and Management*, 10(2). <https://doi.org/10.1080/23311975.2023.2208430>
- Ahmed, J. N., Adalier, A., Özgit, H., & Kamyabi, M. (2025). Do Social Media Platforms Control the Sustainable Purchase Intentions of Younger People? *Sustainability (Switzerland)*, 17(12). <https://doi.org/10.3390/su17125488>
- Alcántara-Pilar, J. M., Rodriguez-López, M. E., Kalinić, Z., & Liébana-Cabanillas, F. (2024). From likes to loyalty: Exploring the impact of influencer credibility on purchase intentions in TikTok. *Journal of Retailing and Consumer Services*, 78. <https://doi.org/10.1016/j.jretconser.2024.103709>
- Ali, M. A., Ting, D. H., Salim, L., Ahmad-ur-, M., Asghar, M., Ting, D. H., Salim, L., & Ahmad-, M. (2021). Influence of servicescape on behavioural intentions through mediation and moderation effects : A study on Malaysia ' s full-service restaurants. *Cogent Business & Management*, 8(1). <https://doi.org/10.1080/23311975.2021.1924923>
- Ali Memon, M., Ting, H., Cheah, J.-H., Thurasamy, R., Chuah, F., & Huei Cham, T. (2020). JOURNAL OF APPLIED STRUCTURAL EQUATION MODELING SAMPLE SIZE FOR SURVEY RESEARCH: REVIEW AND RECOMMENDATIONS. In *Journal of Applied Structural Equation Modeling* (Vol. 4, Number 2).
- Amer, S. M., & Rakha, S. A. (2022). How servicescape unleash customer engagement behaviors through place attachment : an investigation in a non-Western context. *Cogent Business & Management*, 00(00). <https://doi.org/10.1080/23311975.2022.2055443>
- Aplikasi Tiktok. (2026). <https://vt.tiktok.com/ZSx1v5JyU/>

- Aplikasi Tiktok*. (2026).
https://www.tiktok.com/@glamlocal.id?_r=1&_t=ZS-96Kk2KK3ZMA
- Armbrrecht, J. (2021). *Event quality , perceived value , satisfaction and behavioural intentions in an event context intentions in an event context*. 2250. <https://doi.org/10.1080/15022250.2021.1877191>
- Asghar, A., Asif, R., & Akhtar, N. (2023). *Do green servicescape and perceived quality determine consumerism and its consequences?* <https://doi.org/10.1108/JHTI-07-2023-0490>
- Atrisia, M. I., Syafawi, L., & Sari, N. (2023). *Image : Jurnal Riset Manajemen Social Media Marketing and Fashion Purchase Intention in Indonesia 's Transitional Economy*. 11(January), 28–38.
- Babin, B. J., Darden, W. R., & Griffin, M. (1994). *Work and/or Fun: Measuring Hedonic and Utilitarian Shopping Value*. <https://academic.oup.com/jcr/article-abstract/20/4/644/1798609>
- Balaji, K., & Maheswari, R. (2021). Impact of Store Image Dimensions on Shopper's Attitude, Perceived Value, and Purchase Intention. *SAGE Open*, 11(1). <https://doi.org/10.1177/2158244021994824>
- Boceta, R., Martínez-Casares, O., & Albert, M. (2021). The informed consent in the mature minor: Understanding and decision-making capacity. In *Anales de Pediatría* (Vol. 95). www.analesdepediatría.org
- Calvo-Porrá, C., & Lévy-Mangin, J. P. (2021). Examining the influence of store environment in hedonic and utilitarian shopping. *Administrative Sciences*, 11(1). <https://doi.org/10.3390/admsci11010006>
- Chen, L., Halepoto, H., Liu, C., Kumari, N., Yan, X., Du, Q., & Memon, H. (2021). Relationship analysis among apparel brand image, self-congruity, and consumers' purchase intention. *Sustainability (Switzerland)*, 13(22). <https://doi.org/10.3390/su132212770>
- Chen, L., Halepoto, H., Liu, C., Yan, X., & Qiu, L. (2022a). Research on Influencing Mechanism of Fashion Brand Image Value Creation Based on Consumer Value Co-Creation and Experiential Value Perception Theory. *Sustainability (Switzerland)*, 14(13). <https://doi.org/10.3390/su14137524>
- Chen, W. Q., Seung, H., & Wang, M. (2025). *Acta Psychologica Rural tourism servicescape 's influence on experiential value and citizenship behavior*. 260(September).

- Cheng, W., & Kim, S. I. (2026). Brand Perception and Purchase Intention of Tea Packaging Design among Generation Z in China: An Empirical SEM Analysis. *Archives of Design Research*, 39(1), 225–242. <https://doi.org/10.15187/adr.2026.02.39.1.225>
- DingGe, J., & Hee, O. C. (2024). Brand Image and Consumer Perceived Values on Purchase Intention of Organic Food: A Conceptual Study. *Business and Economic Research*, 14(3), 16. <https://doi.org/10.5296/ber.v14i3.22071>
- Fan, L., Huang, Z., Chu, X. Y., & Jiang, Y. (2024). Stick to my guns: The impact of crowding on consumers' responsiveness to sale promotions. *Journal of the Academy of Marketing Science*, 52(3), 914–933. <https://doi.org/10.1007/s11747-023-00966-y>
- Fauzan, A. M. (2026). *Menperin: RI punya peluang strategis jadi pusat industri fesyen*. Antara. https://www.antaranews.com/berita/5473194/menperin-ri-punya-peluang-strategis-jadi-pusat-industri-fesyen?utm_source
- Febriani, G. A. (2024). 68 Brand Lokal Rilis Koleksi Lebaran Mulai dari Rp 100 Ribu di Bazar Glamlocal. Wolipop. https://wolipop.detik.com/hijab-update/d-7170078/68-brand-lokal-rilis-koleksi-lebaran-mulai-dari-rp-100-ribu-di-bazar-glamlocal?utm_source
- Febriani, G. A. (2025). *Baju Lebaran Diskon Hingga 80% di Bazar GlamLocal, Grand Metropolitan Bekasi*. Wolipop. https://wolipop.detik.com/hijab-update/d-7831376/baju-lebaran-diskon-hingga-80-di-bazar-glamlocal-grand-metropolitan-bekasi?utm_source
- Ferreira, M. C. O., Brandão, M. M., & Bizarrias, F. S. (2017). Understanding consumer's responses to negative emotions related to crowding on satisfaction and impulse purchase in retail: the mediating role of coping. *Revista de Administração*, 52(4), 431–442. <https://doi.org/10.1016/j.rausp.2017.08.005>
- García-Salirrosas, E. E., & Acevedo-Duque, Á. (2022). PERVAINCONSA Scale to Measure the Consumer Behavior of Online Stores of MSMEs Engaged in the Sale of Clothing. *Sustainability (Switzerland)*, 14(5). <https://doi.org/10.3390/su14052638>
- García-Salirrosas, E. E., Escobar-Farfán, M., Esponda-Perez, J. A., Millones-Liza, D. Y., Villar-Guevara, M., Haro-Zea, K. L., & Gallardo-Canales, R. (2024). The impact of perceived value on brand image and loyalty: a

- study of healthy food brands in emerging markets. *Frontiers in Nutrition*, 11. <https://doi.org/10.3389/fnut.2024.1482009>
- Ghosh, M. (2024). Meta-analytic review of online purchase intention: conceptualising the study variables. *Cogent Business and Management*, 11(1). <https://doi.org/10.1080/23311975.2023.2296686>
- GlamLocal Ramadan 2025: Hadirkan Koleksi Fashion Lebaran dari 130 Brand Hijab dan Modest Lokal*. (2025). Women's Obsession. https://www.womensobsession.com/detail/3758/glamlocal-ramadan-2025-hadirkan-koleksi-fashion-lebaran-dari-130-brand-hijab-dan-modest-lokal?utm_source
- Gómez-Suárez, M., & Yagüe, M. J. (2021). *Making Sense from Experience : How a Sustainable Multi-Sensory Event Spurs Word-of-Mouth Recommendation of a Destination Brand*.
- Gong, Y., Xiao, J., Tang, X., & Li, J. (2023). How sustainable marketing influences the customer engagement and sustainable purchase intention? The moderating role of corporate social responsibility. *Frontiers in Psychology*, 14. <https://doi.org/10.3389/fpsyg.2023.1128686>
- Guo, Z., Yao, Y., & Chang, Y. C. (2022). Research on Customer Behavioral Intention of Hot Spring Resorts Based on SOR Model: The Multiple Mediation Effects of Service Climate and Employee Engagement. *Sustainability (Switzerland)*, 14(14). <https://doi.org/10.3390/su14148869>
- Gupta, S., & Coskun, M. (2021). The influence of human crowding and store messiness on consumer purchase intention– the role of contamination and scarcity perceptions. *Journal of Retailing and Consumer Services*, 61. <https://doi.org/10.1016/j.jretconser.2021.102511>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2022). *MULTIVARIATE DATA ANALYSIS EIGHTH EDITION*. www.cengage.com/highered
- Heo, J., Lee, W., & Moon, J. (2023). *Structural Relationship between Theme Park Servicescape , Instagramability , Brand Attitude and Intention to Revisit*. 1–13.
- Heo, J., Lee, W., & Moon, J. (2023b). Structural Relationship between Theme Park Servicescape, Instagramability, Brand Attitude and Intention to Revisit. *Sustainability (Switzerland)*, 15(13). <https://doi.org/10.3390/su15139935>

- Huwaida, L. A., Yusuf, A., Satria, A. N., Darmawan, M. A., Ammar, M. F., Yanuar, M. W., Hidayanto, A. N., & Yaiprasert, C. (2024). Generation Z and Indonesian Social Commerce: Unraveling key drivers of their shopping decisions. *Journal of Open Innovation: Technology, Market, and Complexity*, 10(2). <https://doi.org/10.1016/j.joitmc.2024.100256>
- IGHF Antarkan Indonesia Rajai Sektor Modest Fashion di SGIE 2024. (2025). https://bpjph.halal.go.id/detail/bpjph-ighf-hantarkan-indonesia-rajai-sektor-modest-fashion-di-sgie-report-2024?utm_source
- Jiang, L., Li, Q., & Wu, X. (2023). The Impact of Clothing E-Store Image on Intention Based on Search and Purchase Phases: From the Perspective of Sustainable Marketing. *Sustainability (Switzerland)*, 15(1). <https://doi.org/10.3390/su15010871>
- Jiao, C., Shen, X., & Wang, L. (2021). The Effect of Baby Food E-Store Image (for Ages 0–3) on Consumers' Purchase Intention. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.796750>
- Jin, X., Omar, A., & Fu, K. (2025). *Factors Influencing Purchase Intention toward Recycled Apparel : Evidence from China*.
- Joshi, Y., Uniyal, D. P., & Sangroya, D. (2021). Investigating consumers' green purchase intention: Examining the role of economic value, emotional value and perceived marketplace influence. *Journal of Cleaner Production*, 328. <https://doi.org/10.1016/j.jclepro.2021.129638>
- Kasalak, M. A., & Ozekicioglu, H. (2025). *Price Promotion Effect on Purchase Behavior Under the Time Limit / Pressure*. (March), 1–16. <https://doi.org/10.1177/21582440251327270>
- Kato, T. (2021). Functional value vs emotional value: A comparative study of the values that contribute to a preference for a corporate brand. *International Journal of Information Management Data Insights*, 1(2). <https://doi.org/10.1016/j.jjime.2021.100024>
- Kim, Y. K., & Sullivan, P. (2019). Emotional branding speaks to consumers' heart: the case of fashion brands. In *Fashion and Textiles* (Vol. 6, Number 1). Springer. <https://doi.org/10.1186/s40691-018-0164-y>
- Kline, R. B. (2023a). *Principles and practice of structural equation modeling*. Guilford Publications.
- Kusmaryono, I., Wijayanti, D., & Maharani, H. R. (2022). Number of Response Options, Reliability, Validity, and Potential Bias in the Use of

- the Likert Scale Education and Social Science Research: A Literature Review. *International Journal of Educational Methodology*, 8(4), 625–637. <https://doi.org/10.12973/ijem.8.4.625>
- Lamis, S. F., Handayani, P. W., & Fitriani, W. R. (2022). Impulse buying during flash sales in the online marketplace. *Cogent Business and Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2068402>
- Li, J., Wang, X., & Gu, Q. (2025). Shopping festival atmospherics of China's singles day shopping festival and participants' perception: Scale development and validation. *PLOS ONE*, 20(6 June). <https://doi.org/10.1371/journal.pone.0324989>
- Li, Q., Tan, J., & Jiao, Y. (2024). Heliyon Research on the formation mechanism of brand identification in cross-border e-commerce platforms — Based on the perspective of perceived brand globalness / localness. *Heliyon*, 10(3), e25155. <https://doi.org/10.1016/j.heliyon.2024.e25155>
- Li, Y., Teng, W., Liao, T. T., & Lin, T. M. Y. (2020). *Exploration of patriotic brand image: its antecedents and impacts on purchase intentions*. *Asia Pacific Journal of Marketing and Logistics*, 33(6), 1455–1481. <https://doi.org/10.1108/APJML-11-2019-0660>
- Li, Z., Tulcanaza-Prieto, A. B., & Lee, C. W. (2024). *Effect of E-Servicescape on Emotional Response and Revisit Intention in an Internet Shopping Mall*. *Journal of Theoretical and Applied Electronic Commerce Research*, 19(3), 2030–2050. <https://doi.org/10.3390/jtaer19030099>
- Ma, Y., Sun, X., Pelet, J. É., & Dai, S. (2023). *The Effects of Trust, Perceived Risk, Innovativeness, and Deal Proneness on Consumers' Purchasing Behavior in the Livestreaming Social Commerce Context*. *Sustainability (Switzerland)*, 15(23). <https://doi.org/10.3390/su152316320>
- Maehler, D. B., & Hernández-Torrano, D. (2025). Identity development research: a systematic review of reviews. *Self and Identity*, 24(8), 907–942. <https://doi.org/10.1080/15298868.2025.2549770>
- Martaleni, M., Hendrasto, F., Hidayat, N., Dzikri, A. A., & Yasa, N. N. K. (2022). Flash sale and online impulse buying: Mediation effect of emotions. *Innovative Marketing*, 18(2), 49–59. [https://doi.org/10.21511/im.18\(2\).2022.05](https://doi.org/10.21511/im.18(2).2022.05)

- Mastos, T. D., Gotzamani, K., & Ieromonachou, P. (2024). *A Structural Equation Model for Sustainable Supply Chain Management in the Food Industry* †. 1–15.
- Mehrabian, A., & Russell, J. A. (1974). *An Approach to Environmental Psychology*. M.I.T. Press.
- Morkunas, M., Rudienė, E., & Valiauga, N. (2024). The effect of the physical and social servicescape elements on the customer satisfaction and the intention to recommend the service . Evidence from the nightclub sector during COVID-19 pandemic. *Cogent Business & Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2321866>
- Sadat, A. M., Saidan, B., & Prompreing, K. (2023). Faktor-Faktor yang Mempengaruhi Niat Beli Online pada Pengguna Media Sosial di Masa Pandemi di Jakarta Factors Affecting Online Purchase Intention on Social Media Users During the Pandemic in Jakarta. *GREENOMIKA*, (2), 113–122. <https://doi.org/10.55732/unu.gnk.2023>
- Natawiria, S., & Riduwan, M. B. A. (2010). *Statistika Alfabeta* bandung.
- Ngo, T. T. A., Nguyen, H. L. T., Mai, H. T. A., & Nguyen, H. P. (2025). Key determinants of online impulse buying behavior: A study from TikTok Shop users in Vietnam. *Acta Psychologica*, 260. <https://doi.org/10.1016/j.actpsy.2025.105593>
- Ngo, T. T. A., Nguyen, H. L. T., Nguyen, H. P., Mai, H. T. A., Mai, T. H. T., & Hoang, P. L. (2024). A comprehensive study on factors influencing online impulse buying behavior: Evidence from Shopee video platform. *Heliyon*, 10(15), e35743. <https://doi.org/10.1016/j.heliyon.2024.e35743>
- Nur Aprili, A., Sadat, A. M., Kresnamurti Rivai, A. P., & Negeri Jakarta, U. (2023). Nomor 2 | Hal. In *Journal of Business Application* (Vol. 2). <https://stia-saidperintah.e-journal.id/jba>
- Park, J. K., & Ahn, S. (2024). Traditional vs. AI-generated brand personalities: Impact on brand preference and purchase intention. *Journal of Retailing and Consumer Services*, 81. <https://doi.org/10.1016/j.jretconser.2024.104009>
- Rahmania, K., Bagus Purmono, B., Setiawan, H., & Hendri, Mi. (2023). *Himalayan Economics and Business Management The Effect of Flash Sale on Online Impulse Buying Mediated by Positive Emotion in Shopee Users (Case Study on Gen Y)*.

- Sabrinada, S., & Sadat, A. M. (2022). *Analisis Faktor-Faktor yang Memengaruhi Purchase Intention Selama Pandemi Covid-19: Studi Pada Konsumen Susu Steril di Jakarta* (Vol. 3, Number 2).
- Saidani, B., Muztahid, M. S., & Haro, A. (2017). *The Influence Of Perceived Quality, Brand Image, And Emotional Value Towards Purchase Intention Of Consina Backpack. Jurnal Riset Manajemen Sains Indonesia (JRMSI)* |, 8(1), 2301–8313. <https://doi.org/10.21009/JRMSI>
- Salah, P., Asfahani, A. M., & AlRajhi, F. H. (2024). The Effect of Perceived Value on Intention to Purchase Pre-Loved Luxury Fashion Products. *Sustainability (Switzerland)*, 16(23), 1–19. <https://doi.org/10.3390/su162310426>
- Sanny, L., Julianto, T. D., Savionus, S., & Kelena, B. W. bin Y. (2022). Purchase intention in the fashion industry on local and international E-commerce in Indonesia. *International Journal of Asian Business and Information Management*, 13(2), 1–12. <https://doi.org/10.4018/IJABIM.20220701.oa4>
- Sari, N. S., Ratnasari, R. T., & Ab Rahman, A. (2025). Do experience and authentic happiness on halal luxury fashion influence behavioral intention? *Journal of Islamic Marketing*, 16(4), 977–1002. <https://doi.org/10.1108/JIMA-10-2023-0328>
- Selmi, N., Bahri-ammari, N., & Soliman, M. (2021). The impact of festivalscape components on festivalgoers ' behavioral intentions : The case of the International Festival of Carthage. *Journal of Convention & Event Tourism*, 0(0), 1–23. <https://doi.org/10.1080/15470148.2021.1887784>
- Sharma, P., Kadian, M., & Shah, J. (2024). *The Psychology Of Pricing: How Pricing Strategies Affect Consumer Perception*.
- Silalahi, A. D. K., Phuong, D. T. T., Tedjakusuma, A. P., Eunike, I. J., & Riantama, D. (2025). How does time pressure shape impulsive buying behavior? Hedonic vs. utilitarian values emerges as a key driver on E-commerce platforms. *Digital Business*, 5(2). <https://doi.org/10.1016/j.digbus.2025.100138>
- Slaton, K. (2025). Company-Controlled vs. Seller-Controlled Resale Platforms: Consumer Trust, Risk, and Purchase Intention in Circular Fashion. *Sustainability (Switzerland)*, 17(21). <https://doi.org/10.3390/su17219847>

- Sugiyono. (2023). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. ALFABETA.
- Sumarliah, E. (2021). *Modest wear e-commerce : examining online purchase intent in Indonesia*. 6074. <https://doi.org/10.1108/RJTA-11-2020-0121>
- Tahir, A. H., Adnan, M., & Saeed, Z. (2024). The impact of brand image on customer satisfaction and brand loyalty: A systematic literature review. *Heliyon*, 10(16). <https://doi.org/10.1016/j.heliyon.2024.e36254>
- Tan, W., & Chen, P. (2023). Flash sales : how consumers ' emotional responses to negative word - of - mouth affect diagnosticity and purchase intentions. *Service Business*, 17(4), 1001–1024. <https://doi.org/10.1007/s11628-023-00549-5>
- Theocharis, D., Tsekouropoulos, G., Chatzigeorgiou, C., & Kokkinis, G. (2025). Empirical Categorization of Factors Affecting Online Consumer Behavior of Gen Z Regarding Newly Launched Technological Products and Moderating Impact of Perceived Risk. *Behavioral Sciences*, 15(3). <https://doi.org/10.3390/bs15030371>
- Wang, J., Ma, Y., Min, L., Geng, J., & Xiao, Y. (2025a). The impact of social media fashion influencers' relatability on purchase intention: The mediating role of perceived emotional value and moderating role of consumer expertise. *Acta Psychologica*, 258(June), 105174. <https://doi.org/10.1016/j.actpsy.2025.105174>
- Xing, F., Peng, G., & Zhang, X. (2025). Key Factors Affecting Consumers' Purchase Intention in Live Streaming E-Commerce: An Empirical Study in China. *Journal of Global Information Management*, 33(1). <https://doi.org/10.4018/JGIM.373878>
- Yang, S., Isa, S. M., Wu, H., Thurasamy, R., Fang, X., Fan, Y., & Liu, D. (2022). Effects of Stores' Environmental Components on Chinese Consumers' Emotions and Intentions to Purchase Luxury Brands: Integrating Partial Least Squares-Structural Equation Modeling and Fuzzy-Set Qualitative Comparative Analysis Approaches. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.840413>
- Zang, W., Qian, Y., & Song, H. (2022). The Effect of Perceived Value on Consumers' Repurchase Intention of Commercial Ice Stadium: The Mediating Role of Community Interactions. *International Journal of Environmental Research and Public Health*, 19(5). <https://doi.org/10.3390/ijerph19053043>

- Zhang, H., Lv, Y., Zhang, J. Z., Hollebeek, L. D., Behl, A., & Urbonavicius, S. (2025). Exploring purchase intention in metaverse retailing: Insights from an automotive platform. *Journal of Retailing and Consumer Services*, 82. <https://doi.org/10.1016/j.jretconser.2024.104144>
- Zheng, S., Wang, L., & Yu, Z. (2024). The Impact of Multidimensional Perceived Value on Purchase Intentions for Prepared Dishes in China: The Mediating Role of Behavioral Attitudes and the Moderating Effect of Time Pressure. *Foods*, 13(23). <https://doi.org/10.3390/foods13233778>
- Zuliarni, S., Kartikasari, D., Hendrawan, B., & Windrayati Siregar, S. S. (2023). The impact of buying intention of global fashion on local substitute: The role of product design and price. *Heliyon*, 9(11). <https://doi.org/10.1016/j.heliyon.2023.e22160>

