

DAFTAR PUSTAKA

- Adamu, Wicaksono, D. A. (2022). Faktor-Faktor Yang Mempengaruhi Loyalitas Pelanggan (Suatu Kajian Teoritis). *Ulil Albab : Jurnal Ilmiah Multidisiplin*, 1(3), 505–509.
- Alanbachtiar Rizky Suwandhi, U. D. L. (2025). *The Influence of Service Quality, Customer Satisfaction, and Customer Loyalty on WOM in E-commerce: A Case Study of Local Fashion Products Alanbachtiar*. 7(2024), 2199–2213. <https://doi.org/10.47476/reslaj.v7i4.6358>
- Asna, N., Fitriani, R., & Mashudi, M. (2023). Pengaruh Kualitas Pelayanan Islami dan Kualitas Produk Terhadap Loyalitas Pelanggan Toko Heavenlight (Studi Pada Pengikut Instagram Heavenlight). *Jurnal Studi Manajemen Dan Bisnis*, 10(1), 9–18. <https://doi.org/10.21107/jsmb.v10i1.20392>
- Astuti, Y. A., & Kurniawati. (2024). The Influence of Brand Trustworthiness, Product Quality and Brand Experience on Repurchase Intention: Mediated by Brand Love on Fashion Retailer's Brand. *Jurnal Bisnis Dan Manajemen*, 11(1), 75–88. <http://jurnal.unmer.ac.id/index.php/jbm>
- Br Marbun, M., Ali, H., & Dwikoco, F. (2022). Pengaruh Promosi, Kualitas Pelayanan Dan Keputusan Pembelian Terhadap Pembelian Ulang (Literature Review Manajemen Pemasaran). *Jurnal Manajemen Pendidikan Dan Ilmu Sosial*, 3(2). <https://doi.org/10.38035/jmpis.v3i2>
- Broto, B. E. (2024). *Pengaruh Lokasi , Harga , Kualitas Pelayanan dan Fasilitas*. 3(2), 842–851.
- Cahyaningrum, D., Miftanudin, A., Souisa, J., & Ekawati, Y. (2024). *Pengaruh Kualitas Produk, Kualitas Pelayanan, Dan Kepuasan Pelanggan, Terhadap Loyalitas Pelanggan (Study Pada Toko Pakaian Sinar Mulyo) Desy*. 4(2), 64–73.
- Choesrani, D. Z., Kusnedi, R., Elsty, K., Irfan, M., Hariyanto, L., & Nurhasanah, A. (2025). Strategy For Improving Customer Satisfaction Towards Service Quality Perception And Brand Image In The Culinary Industry. *Jurnal Ilmiah Manajemen Kesatuan*, 13(1), 295–304. <https://doi.org/10.37641/jimkes.v13i1.2757>
- Edhie Rachmad, Y., Sri Sudiarti, C., La Ode Turi Dewi Endah Fajariana, M., Yudo Kisworo, Mp., Ryan Firdiansyah Suryawan, M., Hendy Tanadi Kusnadi Eka Susilawati, M., Rio Rahmat Yusran, M. S., & Sri Juminawati, Ms. (2022). *Manajemen Pemasaran Penerbit CV.EUREKA MEDIA AKSARA (S. S. A. DR., D.Sc., Drs. & C. J. S.E. S.T., S.AP., S.IP., S.Sos., S.IKom., M.Si., M.Sc., M.M., C.CW., Eds.)*.
- Hildawati. (2024). *Buku Ajar Metodologi Penelitian Kuantitatif & Aplikasi Pengolahan Analisa Data Statistik* (Efitra, Ed.; Pertama). PT. Sonpedia Publishing Indonesia. https://www.google.co.id/books/edition/Buku_Ajar_Metodologi_Penelitian_Kuantitatif/_eL8EAAAQBAJ?hl=id&gbpv=1&dq=buku+penelitian+kuantitatif+kuesioner&pg=PA78&printsec=frontcover

- Masruroh, I., Sumartik, S., & Sari, D. K. (2024). Eservice Quality Trust Brand Image Customer Loyalty Dynamics (Kualitas Layanan Kepercayaan Citra Merek Loyalitas Pelanggan Dinamika). *Journal of Business Economics and Agribusiness*, 1(3), 1–22. <https://doi.org/10.47134/jbea.v1i3.249>
- Maulana, M. Y., Basalamah, M. R., & Budi, W. (2023). Pengaruh Kualitas Produk, Harga, Promosi Terhadap Loyalitas Pelanggan Dalam Industri Fashion (Studi Kasus Pada Konsumen Di Toko Thrifshop SECONDBARKLEY). *Muhamad Yusriel Maulana, M. Ridwan Basalamah, Budi Wahono*, 12(01), 510–518.
- Nikous, S., Rukaiyah, Abduh, I., Rahmat, L., & Syamsulrijal, H. (2021). *Manajemen Pemasaran*. PT. PENA PERSADA KERTA UTAMA.
- Pramesti, M. A., & Chasanah, U. (2021). Pengaruh Kualitas Produk Dan Harga Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Mediasi. *Jurnal Bina Bangsa Ekonomika*, 14(2), 281–287. <https://doi.org/10.46306/jbbe.v14i2.76>
- Purnama, R., & Hidayah, A. A. (2019). Pengaruh Kualitas Pelayanan, Citra Perusahaan, Dan Kepercayaan Terhadap Kepuasan Pelanggan Serta Pengaruhnya Terhadap Loyalitas Pelanggan. *Tirtayasa Ekonomika*, 14(2), 187. <https://doi.org/10.35448/jte.v14i2.6529>
- Shaafia, A., Yusuf, N., & Hendriana, E. (2024). *Young Generations : Case of Fashion Industry in Greater Jakarta-Indonesia*. 5(4), 1413–1433.
- Susanto, E. F., & Pandjaitan, D. R. H. (2024). The Effect of Trust on Customer Loyalty through Customer Satisfaction. *Jurnal Ilmiah Manajemen Kesatuan*, 12(1), 203–210. <https://doi.org/10.37641/jimkes.v12i1.2404>
- Tamher, E. R., Firdaus, D., Warastuti, D., & Mardiah, A. (2024). *The Impact of Product Price , Public Awareness , and Social Media on Changes in Consumption Patterns of Fashion Products*. 01(01), 32–38.
- Wijayanto, G., Rama, R., Jushermi, J., Pramadewi, A., Rivai, Y., & S, D. (2024). The Effect of Pricing Strategy, Promotional Activities, Market Research, and Supply Chain Management on Marketing Performance in Indonesian Start-ups. *International Journal of Business, Law, and Education*, 5(1), 1354–1368. <https://doi.org/10.56442/ijble.v5i1.557>
- Zhao, Y. (2024). Product quality, brand reputation and marketing strategies: Basis for enhanced marketing management framework. *International Journal of Research Studies in Management*, 12(8), 53–67. <https://doi.org/10.5861/ijrsm.2024.1205>