

## DAFTAR PUSTAKA

- Afdalia, N., TPontoh, G., & Kartini. (2014). *Theory of Planned Behavior Dan Readiness for Change*. *Jurnal Akutansi Dan Auditing Indonesia*, 18(2), 110–123.
- Ajzen, I. (1991). *The theory of planned behavior*, Or). *Handbook of Theories of Social Psychology: Volume 1*, 438–459.
- Ajzen, I., & Fishbein, M. (2021). *The Influence of Attitudes on Behavior*. *The Handbook of Attitudes*, (January 2005), 187–236. <https://doi.org/10.4324/9781410612823-13>
- Amado-Mateus, M., Guzmán-Rincón, A., & Ortega-Almonacid, F. D. (2025). *Understanding online repurchase intention among young Colombian consumers: A relationship-based approach*. *Digital Business*, 5(2). <https://doi.org/10.1016/j.digbus.2025.100146>
- Angelica Octarayen Franklin Welong, Kurniawati, D., & Wahyu Prabawati Putri Handayani. (2024). *Pengaruh Information Quality, Product Variety Dan Delivery Service Terhadap Kepuasan Konsumen*. *JIMEK: Jurnal Ilmiah Mahasiswa Ekonomi*, 7(02), 285–299. <https://doi.org/10.30737/jimek.v7i02.6283>
- Ariffin, S., Yusof, J. M., Putit, L., & Shah, M. I. A. (2016). *Factors Influencing Perceived Quality and Repurchase Intention Towards Green Products*. *Procedia Economics and Finance*, 37, 391–396. [https://doi.org/10.1016/s2212-5671\(16\)30142-3](https://doi.org/10.1016/s2212-5671(16)30142-3)
- Bakhti, K. Y., Purwaningsih, S. S., Amalia, S., & Tjahjawati, S. S. (2021). *Analysis of Quality-Value-Purchase in the Leather Products Industry*. *International Journal of Applied Business Research*, 3(1), 54–66. <https://doi.org/10.35313/ijabr.v3i1.124>
- Cuong, D. T. (2023). *Determinants affecting online shopping consumers' satisfaction and repurchase intention: Evidence from Vietnam*. *Innovative Marketing*, 19(1), 126–139. [https://doi.org/10.21511/im.19\(1\).2023.11](https://doi.org/10.21511/im.19(1).2023.11)
- Do, A. D., Ha, D. L., Pham, M. T., Khuat, M. A. T., Le, V. A. T., Nguyen, D. N. D., & La, T. Q. (2025). *Impacts of e-RLSQ on repurchase intention in*

- Vietnam's e-commerce market: The mediating role of customer satisfaction and trust. International Journal of Information Management Data Insights*, 5(2). <https://doi.org/10.1016/j.jjime.2025.100346>
- Ghozali, I., & Kusumadewi, K. A. (2023). *Partial Least Squares SmartPLS 4.0*.
- Gün, İ., & Söyük, S. (2025). *The serial mediation effect of perceived quality and customer satisfaction on the relationship between trust and repurchase intention: a research on private health insurance owners. BMC Health Services Research*, 25(1). <https://doi.org/10.1186/s12913-025-12269-9>
- Hafiz, A., Ma, J. J., & Utami, S. (2024). *The Effect of Product Diversity , Price , Service Quality , and Location on Repurchase Intention Mediated by Pharmacy Customer Satisfaction*, XI(2321), 1331–1341. <https://doi.org/10.51244/IJRSI>
- Hair, Joe F, Sarstedt, M., Ringle, C. M., & Mena, J. A. (2011). *An assessment of the use of partial least squares structural equation modeling in marketing research*, (Rigdon 1998). <https://doi.org/10.1007/s11747-011-0261-6>
- Hair, Joseph F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). *When to use and how to report the results of PLS-SEM. European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hamano, M., & Zanetti, F. (2022). *Monetary policy, firm heterogeneity, and product variety. European Economic Review*, 144(March), 104089. <https://doi.org/10.1016/j.eurocorev.2022.104089>
- Hendariningrum, R., & Susilo, M. E. (2008). *Fashion Dan Gaya Hidup : Identitas Dan Komunikasi. Jurnal Ilmu Komunikasi*, 6(2), 25–32.
- Hoo, K. K., Wooliscroft, B., & Phillips, M. (2026). *A dual-theory examination of price guarantee advertising believability and its impact on consumer trust, satisfaction, and repurchase in retail. Journal of Retailing and Consumer Services*, 88. <https://doi.org/10.1016/j.jretconser.2025.104557>
- Husen, A. (2023a). *STRATEGI PEMASARAN MELALUI DIGITAL MARKETING CAMPAIGN DI TOKO MEBEL SAKINAH KARAWANG. JURNAL ECONOMINA*, 2(6), 1356–1362. <https://doi.org/10.55681/economina.v2i6.608>

- Husen, A. (2023b). Sugiyono (2017:215). *Jurnal Economina*, 2(6), 1356–1362.
- Indraswari, I. G. A. A. P. I., & Wijaya, P. Y. (2022). Pengaruh Brand image dan Variasi Produk terhadap Keputusan Pembelian. *Jurnal Manajemen, Kewirausahaan Dan Pariwisata*, 2(4), 1000–1010.
- Iskandar, & Kustiyah, E. (2016). Batik Sebagai Identitas Kultural Bangsa Indonesia Di Era Globalisasi, 2456–2472.
- Kim, N. K. N., & Parker, S. C. (2021). *Entrepreneurial homeworkers. Small Business Economics*, 57(3), 1427–1451. <https://doi.org/10.1007/s11187-020-00356-6>
- Lapian, S. L. H. V. J. (n.d.). *ANALYSING FACTORS THAT DRIVE CUSTOMERS PURCHASE INTENTION OF LICENSED TEAM MERCHANDISE SPORTS STATION MANADO*, 6(3), 1418–1427.
- Lazuardi, S., Wahjoedi, T., Emmywati, E., Rahardjo, K. A., & Nugroho, A. D. (2025). *Product Variety on Customer Satisfaction: The Mediating and Moderating Role of Price Perception and Service Quality. International Journal Of Education, Social Studies, And Management (IJESSM)*, 5(2), 859–869. <https://doi.org/10.52121/ijessm.v5i2.778>
- Lin, T. T., Yeh, Y. Q., & Hsu, S. Y. (2022). *Analysis of the Effects of Perceived Value, Price Sensitivity, Word-of-Mouth, and Customer Satisfaction on Repurchase Intentions of Safety Shoes under the Consideration of Sustainability. Sustainability (Switzerland)*, 14(24). <https://doi.org/10.3390/su142416546>
- Lita, R. P., Meuthia, M., Alfian, H., & Dewi, D. S. (2020). *Perceived Packaging, Perceived Value, Perceived Quality dan Purchase Intention pada Tenun Kubang di Kabupaten Lima Puluh Kota. Jurnal Samudra Ekonomi Dan Bisnis*, 12(1), 46–61. <https://doi.org/10.33059/jseb.v12i1.2418>
- Mahyarni, M. (2013). *Theori TRA Behavior (Sebuah Kajian Historis tentang Perilaku). Jurnal El- Rizasah*, 4(1), 13.
- Malecki, E. J. (2018). *Entrepreneurship and entrepreneurial ecosystems. Geography Compass*, 12(3), 1–21. <https://doi.org/10.1111/gec3.12359>
- Nugraha, dkk. (2021). *Perilaku Konsumen*.

- Nugraheni, Yulia dan Wiwoho, G. (2020). Pengaruh *Brand Image* dan *Perceived Quality* Terhadap *Customer Satisfaction* dan *Repurchase Intention*. *Jurnal STIE Putra Bangsa*, 1–13.
- Phan Tan, L., & Le, T. H. (2023). *The Influence of Perceived Price and Quality of Delivery on Online Repeat Purchase Intention: the Evidence From Vietnamese Purchasers*. *Cogent Business and Management*, 10(1). <https://doi.org/10.1080/23311975.2023.2173838>
- 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), 181–195. <https://doi.org/10.20473/jmtt.v15i2.35715>
- Pratiwi, A. A. N. E. (2020). *The Role of Prestige in Mediating the Influence of Perceived Quality and Price Fairness on the Intention to Repurchase Online-base Fashion Products*. *Journal of Advanced Research in Dynamical and Control Systems*, 12(SP5), 1507–1514. <https://doi.org/10.5373/jardcs/v12sp5/20202072>
- Pugersari, D., & Alfarisi, S. (2025). Fashion sebagai Medium Visual. *Pantarei*, 1(1), 7–14. <https://doi.org/10.36080/ptr.v1i1.267>
- Purnamasari, D. S., & Fadli, J. A. (2024). *The Influence Of Perceived Quality On Repurchase Intention With The Mediating Customer Satisfaction And Perceived Value Of Cosmetic Products In Jabodetabek*. *Jurnal Ilmiah Manajemen Kesatuan*, 11(3), 1409–1422. <https://doi.org/10.37641/jimkes.v11i3.2311>
- Putri, A. Y. K., & Zaini, M. (2024). Pengaruh Persepsi Harga, Persepsi Kualitas, Dan Store Atmosphere Terhadap Impulse Buying Dan Kepuasan Konsumen Pada Mr. D.I.Y. Di Kota Samarinda. *Management Studies and Entrepreneurship Journal*, 5(2), 4400–4413. Retrieved from <http://journal.yrpioku.com/index.php/msej>
- Rismantojo, S., Sirivesmas, V., & Joneurairatana, E. (2024). *Designing Dua Negeri (Two Countries) Batik Influenced by Indonesia and Thailand Shared*

- Culture to Enrich the Batik Repertoire in Both Countries. Textile: The Journal of Cloth and Culture*, 22(2), 481–506.  
<https://doi.org/10.1080/14759756.2023.2267339>
- Rossmann, C. (2021). *Theory of Reasoned Action - Theory of Planned Behavior. Theory of Reasoned Action - Theory of Planned Behavior*.  
<https://doi.org/10.5771/9783845288277>
- Rozi, F., & Hidayat, R. (2024). Pengaruh *Experience Value* Terhadap *Repurchase Intention* Konsumen Shoope Di Bandung Pada Tahun 2023. *Management Studies and Entrepreneurship ...*, 5(1), 2628–2638. Retrieved from  
<https://yripku.com/journal/index.php/msej/article/view/4315%0Ahttps://yripku.com/journal/index.php/msej/article/download/4315/2422>
- Rut Winasis, C. L., & Sabar, M. (2024). *The Influence of Product Quality, Price Perception and Product Variety on Consumer Repurchase Intentions with Consumer Satisfaction as a Mediating Variable (Study pn Solid Surface Performnrite Products)*. *International Journal of Multidisciplinary Research and Analysis*, 07(01), 333–341. <https://doi.org/10.47191/ijmra/v7-i01-41>
- Salem, O., & Kiss, M. (2022). *The impact of perceived service quality on customers' repurchase intention: Mediation effect of price perception*. *Innovative Marketing*, 18(4), 1–12.  
[https://doi.org/10.21511/im.18\(4\).2022.01](https://doi.org/10.21511/im.18(4).2022.01)
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2021). *Partial Least Squares Structural Equation Modeling. Handbook of Market Research*.  
[https://doi.org/10.1007/978-3-319-57413-4\\_15](https://doi.org/10.1007/978-3-319-57413-4_15)
- Sekaran & Bougie (2017). (2019). No Title, (9), 26–42.
- Sharif, S., Rehman, S. U., Ahmad, Z., Albadry, O. M., & Zeeshan, M. (2024). *Consumer quality management for beverage food products: analyzing consumer' perceptions toward repurchase intention*. *TQM Journal*, 36(2).  
<https://doi.org/10.1108/TQM-01-2022-0012>
- Siahaan, S. B., Suhud, U., Usman, O., Info, A., Konsumen, P., Ulang, N. P., & Konsumen, K. (2025). *Indonesian Journal of Economics , Management , and Accounting Quality Terhadap Repurchase Intention Dan Customer*

- Satisfaction Pada Smartphone Iphone*, 2(8), 2251–2267.
- Sumaji, S., Prasetyaningsih, E., Hari Abrianto, T., & Sugianto, A. (2024). Pelatihan Seni Batik Guna Meningkatkan Ekonomi Warga Muhammadiyah Dusun Trenceng Mrican Ponorogo. *Dedikasi Pkm*, 5(2), 391–397. <https://doi.org/10.32493/dkp.v5i2.38937>
- Suttikun, C., & Meeprom, S. (2021). *Examining the effect of perceived quality of authentic souvenir product, perceived value, and satisfaction on customer loyalty*. *Cogent Business and Management*, 8(1). <https://doi.org/10.1080/23311975.2021.1976468>
- Syah, T. Y. R., Alimwidodo, P. C., Lianti, L., & Hatta, H. (2022). *Perceived Price As Antecedent of Satisfaction and Loyalty: Learn From Fast Food International Restaurants*. *Central European Business Review*, 11(4), 63–84. <https://doi.org/10.18267/j.cebr.304>
- Talu, S. (2024). *The Effect of Price , Product Variety and Customer Experience on Repurchase Intention Repurchase of Selsun Shampoo Products on the Shopee E-Commerce Platform* Pengaruh Harga , Variasi Produk dan Customer Experience terhadap Minat Beli Ulang Produk Shampo Selsun Pada Platform E-Commerce Shopee, 3(6), 1905–1922.
- Tong, M. (2022). *Customers' craft beer repurchase intention: the mediating role of customer satisfaction*. *International Journal of Food Properties*, 25(1), 845–856. <https://doi.org/10.1080/10942912.2022.2066122>
- UNESCO. (2010). *Definitions: Committee on Tourism and Competitiveness*. *UNESCO Institute for Statistics* (Vol. 4).
- Valarie, Z. (1988). *Consumer Perceptions of Price Quality and Value....pdf*.
- Walandouw, R. H., Worang, F. G., Tumewu, F. J., Manajemen, J., Ekonomi, F., & Ratulangi, U. S. (2025). Issn : 3025-9495, 24(10).
- Widiyahseno, B., Widaningrum, I., Djuwitaningsih, E. W., & Sugianti. (2020). PKM Batik: Pengembangan Potensi Batik Ponorogo. *J-Dinamika : Jurnal Pengabdian Masyarakat*, 5(1), 36–43. <https://doi.org/10.25047/j-dinamika.v5i1.1428>
- Widjajanta, B., Rahayu, A., & Salsabila, A. (2020). Pengaruh *Perceived Quality*

dan *Brand Reputation* terhadap *Repurchase Intention* pada *Reviewers Sepatu Bata Aplikasi Shopee*. *Strategic: Jurnal Pendidikan Manajemen Bisnis*, 20(1), 48–59.

Xie, C., & Sun, Z. (2021). *Influence of perceived quality on customer satisfaction in different stages of services*. *Nankai Business Review International*, 12(2), 258–280. <https://doi.org/10.1108/NBRI-01-2020-0004>

Zhao, Xi., JR., J. G. L., & Chen, Q. (2010). *Reconsidering Baron and Kenny : Myths and Truths about Mediation Analysis*, 37(August). <https://doi.org/10.1086/651257>

