

DAFTAR PUSTAKA

- Adlakha, K., & Sharma, S. (2019). Brand *Positioning Using Multidimensional scaling* Technique: An Application to Herbal Healthcare Brands in Indian Market. *SAGE Journals*, 24(3), 345-355. <https://doi.org/10.1177/0972262919850930>
- Begum, R., & Sarala, K. S. (2017). Brand *Positioning* of Men Apparel Brands in Karnataka. *Sahyadri Journal of Management*, 1(1), 18-35.
- Belch, G. E., Belch, M. A., Kerr, G., Powell, I., & Waller, D. (2020). *Advertising: An Integrated Marketing Communication Perspective*, Australia: McGraw-Hill Education.
- Burmann, C., Riley, N. M., Halaszovich, T., & Schade, M. (2017). *Identity Based Brand Management*, Wiesbaden: Springer Gabler.
- Chun, N. (2021). Fashion Design Rediscovered: A Rhetoric on Dressmaking Practice. *The Design Journal*, 24(1), 97-114. <https://doi.org/10.1080/14606925.2020.1851426>
- Daellenbach, H. G., & McNickle, D. C. (2005). *Management Science: Decision Making Through Systems Thinking*, New York: Palgrave Macmillan.
- Fauzan, A. R., Rohayati, Y., & Tripiawan, W. (2020). Design *Positioning* of Applecoast Distro Based on *Perceptual mapping* with *Multidimensional scaling* Method. *E-Proceeding of Engineering*, August, 5981-5986.
- Gazzola, P., Pavione, E., Pezzetti, R., & Grechi, D. (2020). Trends in the Fashion Industry the Perception of Sustainability and Circular Economy: A Gender Generation Quantitative Approach. *Sustainability, MDPI*, 12(7), 1-19. <https://doi.org/10.3390/su12072809>
- Ghosh, P., Saha, S., Sanyal, S. N., & Mulherjee, S. (2020). *Positioning* of Private Label Brands of Men's Apparel Against National Brands. *Journal of Marketing Analytics*, 9, 210–227. <https://doi.org/10.1057/s41270-020-00091-7>
- Gigauri, I. (2019). *Perceptual mapping* as a Marketing Research Tool for Brand *Positioning*. *International Journal of Economics and Management Studies*, 6(4), 73-79. <https://doi.org/10.14445/23939125%2FIJEMS-V6I4P110>
- Gómez, E. F., Salvador, A. M., Vara, T. L., Ojeda, M. A., Prado, S. N., & Mirón, C. E. (2020). Content Validation through Expert Judgement of an Instrument on the Nutritional Knowledge, Beliefs, and Habits of Pregnant Women. *Nutrients*, 12(4), 1136. <https://doi.org/10.3390/nu12041136>
- Haines, Y. Y. (2019). *Modeling and Managing Independent Complex Systems of Systems*, Hokoben: Jhon Wiley & Sons Ltd.

- Jannah, I. N., & Kodrat, D. S. (2021). Analysis of the Consumer Preferences of Attributes of Rajini Modest Fashion Products. *International Conference on Entrepreneurship (ICOEN), KnE Social Sciences*, 5(5), 93-103. <https://doi.org/10.18502/kss.v5i5.8801>
- Kabir, H. M. J., Sultana, S., & Ali, A. (2016). Impact of Stitch Type and Stitch Density on Seam Properties. *International Journal of Science and Research*, 7(9), 1407-1415. <https://doi.org/10.21275/ART20191492>
- Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2019). *Marketing Management*, (4th ed.), Harlow: Pearson Education Limited.
- Kotni, V. V. D. P., & Gudla, C. (2019). A Study on Sales Promotion Practices in Apparel Retailing. *International Journal for Social Studies*, 5(1), 83-91. <https://doi.org/10.26643/ijss.v5i1.6175>
- Le, T. Q., Kohda, Y., & Huynh, V. M. (2019). Using Conjoint Analysis to Estimate Customers' Preferences in the Apparel Industry. *International Conference on Service Systems and Service Management (ICSSSM)*, 1-4. <https://doi.org/10.1109/ICSSSM.2019.8887668>
- Lee, W. I., Cheng, S. Y., & Shih, Y. T. (2017). Effects Among Product Attributes, Involvement, Word-Of-Mouth, and Purchase Intention in Online Shopping. *Asia Pacific Management Review*, 22(4), 223-229. <https://doi.org/10.1016/j.apmrv.2017.07.007>
- Malhotra, N. K. (2020). *Marketing Research an Applied Orientation*, (7th ed.), Harlow: Pearson Education Limited.
- McDowell, W. C., Wilson, R. C., & Jr, C. O. K. (2016). An Examination of Retail Website Design and Conversion Rate. *Journal of Business Research*, 69(11), 4837-4842. <http://dx.doi.org/10.1016/j.jbusres.2016.04.040>
- Miikkulainen, R., Iscoe, N., Shagrin, A., Cordell, R., Nazari, S., Schoolland, C., Brundage, M., Epstein, J., Dean, R., & Lamba, G. (2017). Conversion Rate Optimization Through Evolutionary Computation. *Proceedings of the Genetic and Evolutionary Computation Conference (GECO'17)*, July, 1193-1199. <https://doi.org/10.1145/3071178.3071312>
- Pangemanan, V. J. P., Pangemanan, S. S., & Tumewu, F. (2017). Evaluating Product Attributes of Quicksilver's Apparel Using Importance and Performance Analysis. *Jurnal EMBA*, 5(3), 3865-3874. <https://doi.org/10.35794/emba.v5i3.18191>
- Pidd, M. (2004). *System Modelling Theory and Practice*, Chichester: John Wiley and Sons.
- Pimentel, J. L. (2019). Some Biases in Likert Scaling Usage and its Correction. *International Journal of Sciences: Basic and Applied Research*, 45(1), 81

183-

191.<https://www.gssrr.org/index.php/JournalOfBasicAndApplied/article/view/9874>

- Pratama, M. A., & Kusumawardhani, A. (2021). The Influence of Digital Marketing on Brand Equity Mediating by Brand Awareness. *Diponegoro Journal of Management*, 10(4). <https://ejournal3.undip.ac.id/index.php/djom/article/view/32401>
- Qazi, T. F., Muzaffar, S., Khan, A. A., & Basit, A. (2021). Offer to Buy: The Effectiveness of Sales Promotional Tools towards Purchase Intention. *Bulletin of Business and Economics*, 10(3), 33-42. <https://www.bbejournal.com/index.php/BBE/article/view/97>
- Robbins, S. P., Coulter, M. A., & Decenzo, D. A. (2020). *Fundamental of Management*, (11th ed.), London: Pearson Education Limited.
- Sekar, A. P., Rohayati, Y., & Kusmayanti, I. N. (2022). Perancangan Perbaikan Positioning Indihome Study Berdasarkan *Perceptual mapping* dengan Metode *Multidimensional scaling*. *Jurnal Pendidikan Tambusai*, 6(1), 1413-1424. <https://jptam.org/index.php/jptam/article/view/3128>
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A skill Building Approach*, (7th ed.), Chichester: John Wiley & Sons Ltd.
- Szymkowiak, A. (2019). *Marketing in Online Sales Funnels*. Fostering Entrepreneurial and Sales Competencies in Higher Education. <https://doi.org/10.12657/9788379862801-5>
- Taan, H., & Machmud, R. (2020). The Improvement of Purchase Decisions of Putra Kusuma Pia Cake Through Product Quality, Product Variations, and Packaging. *PalArch's Journal of Archaeology of Egypt*, 17(9), 504-516. <https://archives.palarch.nl/index.php/jae/article/view/3478>
- Taherdoost, H. (2019). What Is the Best Response Scale for Survey and Questionnaire Design; Review of Different Lengths of Rating Scale / Attitude Scale / Likert Scale. *International Journal of Academic Research in Management (IJARM)*, 8(1), 1-10. <https://ssrn.com/abstract=3588604>
- Uche, D. B., Anene, J. N., & Nnabugwu, E. L. (2022). Effect of Distribution Channel Strategies on the Performance of Banks. *Journal of Humanities and Social Sciences Innovation*, 2(2), 104-116. <https://doi.org/10.35877/454RI.daengku732>
- Zakaria, N., & Gupta, D. (2020). *Anthropometry, Apparel Sizing and Design*, (2nd ed.), Cambridge: Woodhead.