

## DAFTAR PUSTAKA

- Alfriansyah, M. R., & Rubiyanti, N. (2022). *The Influence Of Brand Image, Social Media Advertising And Product Quality Toward Purchase Intention Of Vans In Bogor*. EProceedings ..., 9(1), 75–83. Retrieved from <https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/17423%0Ahttps://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/17423/17133>
- Alya Aulinawan, . (2020). *Pengaruh Gaya Hidup, Word Of Mouth, Dan Kualitas Layanan Terhadap Keputusan Pembelian Pada Pegipegi*. Retrieved from <http://repository.upnvj.ac.id>
- Anandia, R., & Santosa, S. B. (2015). *Analisa Pengaruh Desain Produk, Persepsi Harga, Dan Kualitas Produk Terhadap Citra Merek Untuk Meningkatkan Minat Beli Konsumen Sepatu Adidas Original (Studi Kasus pada Masyarakat di Kota Semarang)*. Diponegoro Journal of Management, 0, 798-808. Retrieved from <https://ejournal3.undip.ac.id/index.php/djom/article/view/13264>
- Chae, H., Kim, S., Lee, J., & Park, K. (2020). *Impact of product characteristics of limited edition shoes on perceived value, brand trust, and purchase intention; focused on the scarcity message frequency*. Journal of Business Research, 120(November 2018), 398–406. <https://doi.org/10.1016/j.jbusres.2019.11.040>
- Fitri, R. A., & Wulandari, R. (2020). *Online Purchase Intention Factors in Indonesian Millenial*. International Review of Management and Marketing, 10(3), 122–127. Retrieved from <https://econjournals.com/index.php/irmm/article/view/9852>
- Gandhi, Novi Chesia Puspa, & Andadari, Roos Kitties. (2022). *The Influence of Lifestyle , Quality , Brand Image and Prices on Converse Shoes Purchase Decisions : Gender and Education as Moderating Variables*. Budapest International Research and Critics Institute (BIRCI-Journal), 5(4), 29275–29290.
- Ghozali, I. (2021). *Partial Least Squares, Konsep, Teknik Dan Aplikasi Menggunakan Program SmartPLS 3.2.9 Untuk Penelitian Empiris* (3<sup>rd</sup> ed.). Badan Penerbit Universitas Diponegoro.
- How New Balance Reinvented Its Brand for the Future. (n.d.). Retrieved January 20, 2023, from <https://stories.complex.com/new-balance-reinvention/>

- Karisma Devantha, K., & Wayan Ekawati, N. (2020). *The Effect of EWOM and Brand Image on Perceived Value, and Its Impact on Repurchase Intention*. International Journal of Management and Commerce Innovations, 8(2), 312–321. Retrieved from [www.researchpublish.com](http://www.researchpublish.com)
- Kotler, Philip, and Gary Armstrong. (2020). *Principles Of Marketing* (8<sup>th</sup> ed.). Pearson Education Ltd.
- Kotler, Philip, and Keller Kevin Lane. (2022). *Marketing Management* (16<sup>th</sup> ed.). Pearson Education, Inc.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0: Moving from Traditional to Digital*. John Wiley & Sons, Inc.
- Marchiani, N. D., Hidayat, W., & Dewi, R. S. (2015). *Pengaruh Gaya Hidup, Citra Merek, Dan Kualitas Produk Terhadap Keputusan Pembelian Sepatu Sneakers Merek Converse (Studi pada Mahasiswa Universitas Diponegoro Semarang)*. Jurnal Ilmu Administrasi Bisnis, 4(3), 324-332.
- Marpaung, N. N. (2020). *Pengaruh Citra Merek Dan Kualitas Produk Terhadap Minat Beli Sepatu Ando (Studi Kasus Di Kota Bekasi 2020)*. JURNAL PARAMETER, 5(2), 27–40.
- Matthews, D., Cryer-Coupet, Q., & Degirmencioglu, N. (2021). *I wear, therefore I am: investigating sneakerhead culture, social identity, and brand preference among men*. Fashion and Textiles, 8(1), 1–13. <https://doi.org/10.1186/s40691-020-00228-3>
- Pahlevi, M. K. R. (2020). *Analisis Minat Beli Konsumen Sepatu Reebok (Universitas Pembangunan Nasional Veteran Jakarta)*. Universitas Pembangunan Nasional Veteran Jakarta. Retrieved from <https://repository.upnvj.ac.id/7517/>
- Pradhana, Arly. (2019). *Pengaruh Gaya Hidup dan Electronic Word Of Mouth Terhadap Keputusan Pembelian Gadget (Telepon Pintar) (Studi Pada Mahasiswa Adinistrasi Bisnis UNILA)*. Jurusan Ilmu Administrasi Bisnis Fakultas Ilmu Sosial dan Ilmu Politik Universitas Lampung Bandar Lampung.
- Ramadhan, A. G., & Santosa, S. B. (2017). *Analisis Pengaruh Kualitas Produk, Kualitas Pelayanan, dan Citra Merek terhadap Minat Beli Ulang pada Sepatu Nike Running di Semarang melalui Kepuasan Pelanggan sebagai Variabel Intervening*. Diponegoro Journal Of Management, 6.
- Schiffman, L. G., & Wisenblit, J. (2019). *Consumer Behavior* (12<sup>th</sup> ed.). Pearson Education, Inc.

**Herdiansyah, 2023**

**PENGARUH GAYA HIDUP, E-WOM, DAN KUALITAS PRODUK TERHADAP MINAT BELI PRODUK SEPATU SNEAKER NEW BALANCE**

UPN Veteran Jakarta, Fakultas Ekonomi dan Bisnis, Manajemen

[[www.upnvj.ac.id](http://www.upnvj.ac.id) – [www.library.upnvj.ac.id](http://www.library.upnvj.ac.id) - [www.repository.upnvj.ac.id](http://www.repository.upnvj.ac.id)]

Sihite, B. F. (2019). *Pengaruh Product Quality, Celebrity Endorser Dan Sales Promotion Terhadap Keputusan Pembelian Sepatu Adidas Pada Wilayah Tangerang Selatan*. Universitas Pamulang.

Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Penerbit Alfabeta.

Sugiyono. (2022). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Penerbit Alfabeta.

The Global Streetwear Report. (n.d.). Retrieved March 15, 2023, from <https://www.nssmag.com/en/fashion/18643/global-streetwear-report/image:189681>

Why is everyone buying New Balance sneakers? The ‘dad shoe’ is right on trend, has had high-profile collaborations and was worn at the Fifa World Cup | South China Morning Post. (n.d.). Retrieved January 20, 2023, from <https://www.scmp.com/lifestyle/fashion-beauty/article/3206550/why-everyone-buying-new-balance-sneakers-dad-shoe-right-trend-has-had-high-profile-collaborations>