

## DAFTAR PUSTAKA

### Buku

- Arikunto, S. 2010. *Prosedur Penelitian Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta.
- Clow, Kenneth E. & Donald Baack. (2018). *Integrated Advertising, Promotion, and Marketing Communication (18th Edition)*. United Kingdom: Pearson Education Limited.
- Creswell, J.W. 2014. *Research Design: Pendekatan Metode Kualitatif, Kuantitatif, dan Campuran*. Yogyakarta: Pustaka Belajar.
- Evans, Dave & Jack McKee. (2010). *Social Media Marketing*. Indianapolis: Wiley Publishing, Inc.
- Kusnendi, K., & Ciptagustia, A. (2023). *Analisis Model Pengukuran dan Struktural dalam Penelitian Manajemen dan Bisnis*. UPI PRESS.
- Ferdinand, Augusty. (2014). *Metode Penelitian Manajemen*. BP Universitas Diponegoro. Semarang.
- Ghozali, Imam. 2011. "Aplikasi Analisis Multivariate Dengan Program SPSS". Semarang: Badan Penerbit Universitas Diponegoro.
- Haryono, Siswoyo (2016). *Metode SEM untuk Penelitian Manajemen dengan AMOS, LISREL, PLS*. Bekasi: PT. Intermedia Personalia Utama.
- Handayani. (2020). *Metode Penelitian Kualitatif & Kuantitatif*. CV. Pustaka Ilmu.
- Ismagilova, Elvira & Dwivedi, Yogesh & Slade, Emma & Williams, Michael. (2017). *Electronic Word of Mouth (eWOM) in the Marketing Context*. 10.1007/978-3-319-52459-7.
- Kotler, Philip. (2016). *Dasar-Dasar Pemasaran*. Jakarta: Bumi Aksara.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management, 15th Edition*. Jakarta Barat, DKI Jakarta.
- Kotler, P., & Armstrong, G. (2021). *Principles of Marketing (18e Global Edition)* [E-book]. Pearson Education Limited.
- Keller, K. L., & Swaminathan, V. (2020). *Strategic Brand Management Building, Measuring, and Managing Brand Equity (Fifth Edition)*. Pearson Education.
- Margono. 2017. *Metodologi Penelitian Pendidikan*: PT Rineka Cipta. Jakarta
- Martono, N. (2015). *Metode Penelitian Sosial*. Jakarta: PT Rajagrafindo Persada.

- Malhotra, N. K., Nunan, D., & Birks, D. F. (2017). *Marketing Research: An Applied Approach*. Harlow: Pearson Education Limited.
- McDaniel, Carl dan Roger Gates. (2007). “*Marketing Research: Seventh Edition*”. USA: John Wiley & Sons, Inc
- Notoatmodjo. (2012). *Metode Penelitian Kesehatan*. Jakarta : Rineka Cipta
- Schiffman, Leon dan Leslie L. Kanuk. (2008). *Perilaku Konsumen. Edisi Ketujuh*. Diterjemahkan oleh: Zoelkifli Kasip. Jakarta: Indeks.
- Suliyanto, (2011), *Ekonometrika Terapan : Teori dan Aplikasi dengan SPSS*. Yogyakarta: Penerbit Andi Offset. Yogyakarta.
- Sudaryono. (2016). *manajemen pemasaran teori dan implementasi*. yogyakarta: andi
- Sugiyono (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung : Alfabet
- Solimun, Achmad, A. dan N. (2017). *Metode Statistika Multivariat Pemodelan Persamaan Struktural (SEM) Pendekatan WarpPLS*. UB Press.
- Sekaran, Uma & Bougie, Roger. (2019). *Metode Penelitian untuk Bisnis I: Pendekatan Pengembangan-Keahlian 6th Edition*. Jakarta: Salemba Empat.
- Sekaran, Uma & Bougie, Roger. (2019). *Metode Penelitian untuk Bisnis II: Pendekatan Pengembangan-Keahlian 6th Edition*. Jakarta: Salemba Empat.

## **Jurnal**

- Adji, J., & Samuel, D. H. (2014). Pengaruh Satisfaction Dan Trust Terhadap Minat Beli Konsumen (Purchase Intention) Di Starbucks the Square Surabaya. *Jurnal Manajemen Pemasaran Petra*, 2(1), 1–10.
- Aeni, N., & Lestari, M. T. (2021). Pengaruh Label Halal, Citra Merek dan Harga Terhadap Keputusan Pembelian Produk Kosmetik Wardah. *Jurnal Ekonomi Bisnis, Manajemen Dan Akuntansi (JEBMA)*, 1(2), 117–126. <https://doi.org/10.47709/jebma.v1i2.996>
- Amin, M. A., & Rachmawati, L. (2020). Pengaruh Label Halal, Citra Merek, dan Online Consumer Review terhadap Keputusan Pembelian Kosmetik Wardah. *Jurnal Ekonomika Dan Bisnis Islam*, 3(3), 151–164. <https://doi.org/10.26740/jekobi.v3n3.p151-164>
- Andrea, B., Gabriella, H. C., & Tímea, J. (2016). Y and Z generations at workplaces. *Journal of Competitiveness*, 8(3), 90–106. <https://doi.org/10.7441/joc.2016.03.06>

- Ang, S. H., Cheng, P. S., Lim, E. A. C., & Tambyah, S. K. (2001). Spot the difference: Consumer responses towards counterfeits. *Journal of Consumer Marketing*, 18(3), 219–233. <https://doi.org/10.1108/07363760110392967>
- Anggraini, F., & Ruzikna. (2015). Pengaruh Brand Image Terhadap Loyaltas Pelanggan Pada Koran Harian Riau Pos. *JOM FISIP*, 3, 1-17, 3(1), 1–23.
- Ayuniah, P. (2017). Analisis Pengaruh Citra Merek, Kualitas Produk, Iklan, dan Harga Terhadap Keputusan Pembelian Produk Kosmetik Wardah. *Jurnal IEkonomi Bisnis*, 22(3), 208–219.
- Banindro, B. S. (2021). “Fake Brands” Studi Kasus Peniruan Identitas Visual pada Consumer Products Industry. *ANDHARUPA: Jurnal Desain Komunikasi Visual & Multimedia*, 7(2), 363–374. <https://doi.org/10.33633/andharupa.v7i2.5048>
- Bao, Y., & Mandrik, C. a. (2004). Discerning Store Brand Users from Value Consciousness Consumers: The Role of Prestige Sensitivity and Need for Cognition. *Advances in Consumer Research*, 31(1), 707–712. <http://search.proquest.com/docview/195828957?accountid=34489%5Cnhttp://dk8em8nd2y.search.serialssolutions.com/directLink?&atitle=Discerning+Store+Brand+Users+from+Value+Consciousness+Consumers:+The+Role+of+Prestige+Sensitivity+and+Need+for+Cognition&autho>
- Baron, R. M., & Kenny, D. A. (2015). The Moderator-Mediator Variable Distinction in Social Psychological Research. Conceptual, Strategic, and Statistical Considerations. *Journal of Personality and Social Psychology*, 51(6), 1173–1182. <https://doi.org/10.1037/0022-3514.51.6.1173>
- Bhatia, V. (2018). Examining consumers’ attitude towards purchase of counterfeit fashion products. *Journal of Indian Business Research*, 10(2), 193–207. <https://doi.org/10.1108/JIBR-10-2017-0177>
- Bloch, P. H., Bush, R. F., & Campbell, L. (2015). Consumer “Accomplices” in Product Counterfeiting: A Demand-Side Investigation. *Journal of Consumer Marketing*, 10(4), 27–36. <https://doi.org/10.1108/07363769310047374>
- Chaudhry, P. E., & Stumpf, S. A. (2011). Consumer complicity with counterfeit products. *Journal of Consumer Marketing*, 28(2), 139–151. <https://doi.org/10.1108/07363761111115980>
- Davidson, A., Nepomuceno, M. V., & Laroche, M. (2019). Shame on You: When Materialism Leads to Purchase Intentions Toward Counterfeit Products. *Journal of Business Ethics*, 155(2), 479–494. <https://doi.org/10.1007/s10551-017-3479-5>
- Dewi, N. P. A., Fajariah, F., & Suardana, I. M. (2023). Pengaruh Content Marketing dan Electronic of Mouth pada Platform TikTok terhadap Keputusan Pembelian di Shopee. *Kompeten: Jurnal Ilmiah Ekonomi Dan Bisnis*, 1(4), 178–190. <https://doi.org/10.57141/kompeten.v1i4.23>

- Dodds, W. B., Monroe, K. B., & Grewal, D. (2014). Effects of Price, Brand, and Store Information on Buyers' Product Evaluations. *Journal of Marketing Research*, 28(3), 307. <https://doi.org/10.2307/3172866>
- Eisend, M., Hartmann, P., & Apaolaza, V. (2017). Who Buys Counterfeit Luxury Brands? A Meta-analytic Synthesis of Consumers in Developing and Developed Markets. *Journal of International Marketing*, 25(4), 89–111. <https://doi.org/10.1509/jim.16.0133>
- Eisend, M., & Schuchert-güler, P. (2006). *Explaining Counterfeit Purchases : A Review and Preview*. 2006(12).
- Erida, E., & Rangkuti, A. S. (2017). the Effect of Brand Image, Product Knowledge and Product Quality on Purchase Intention of Notebook With Discount Price As Moderating Variable. *Journal of Business Studies and Mangement Review*, 1(1), 26–32. <https://doi.org/10.22437/jb.v1i1.3919>
- Farzin, M., & Fattahi, M. (2018). eWOM through social networking sites and impact on purchase intention and brand image in Iran. *Journal of Advances in Management Research*, 15(2), 161–183. <https://doi.org/10.1108/JAMR-05-2017-0062>
- Fernandes, C. (2013). Analysis of Counterfeit Fashion Purchase Behaviour in UAE. *Journal of Fashion Marketing and Management*, 17(1), 85–97. <https://doi.org/10.1108/13612021311305155>
- Fitriyamani, B. H. (2015). Pengaruh Citra Merek, Kesadaran Nilai, dan Sikap terhadap Pemalsuan Merek Mewah terhadap Niat Membeli Produk Imitasi Sepatu Converse di Surabaya. *STIE Perbanas Surabaya*.
- Furnham, A., & Valgeirsson, H. (2007). The effect of life values and materialism on buying counterfeit products. *Journal of Socio-Economics*, 36(5), 677–685. <https://doi.org/10.1016/j.socec.2007.01.004>
- Grossman, G. M., & Shapiro, C. (2014). *Counterfeit-Product Trade*. February 2014.
- Gustiani, M. (2019). Peran Electronic Word of Mouth Dalam Membangun Citra Destinasi Guna Mempengaruhi Keputusan Berkunjung Wisatawan Ke Suatu Destinasi Pariwisata. *Competence : Journal of Management Studies*, 12(2). <https://doi.org/10.21107/kompetensi.v12i2.4962>
- Ha, N. M., & Tam, H. L. (2015). Attitudes and Purchase Intention Towards Counterfeiting Luxurious Fashion Products in Vietnam. *International Journal of Economics and Finance*, 7(11), 207. <https://doi.org/10.5539/ijef.v7n11p207>

- Hasanah, M., & Satrianto, A. (2019). Faktor-Faktor Yang Mempengaruhi Kunjungan Ke Objek Wisata Komersial”Di Sumatera”Barat. *Jurnal Kajian Ekonomi Dan Pembangunan*, 1(3), 931. <https://doi.org/10.24036/jkep.v1i3.7720>
- Hendro, & Keni. (2020). E-WOM dan Trust Prediktor terhadap Purchase Intention: Brand Image sebagai Variabel Mediasi. *Jurnal Manajerial Dan Kewirausahaan*, 2(3), 765. <https://doi.org/10.24912/jmk.v2i3.9590>
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? *Journal of Interactive Marketing*, 18(1), 38–52. <https://doi.org/10.1002/dir.10073>
- Ismagilova, E., Dwivedi, Y. K., Slade, E., & Williams, M. D. (2017). Electronic Word of Mouth (eWOM) in the Marketing Context. In *SpringerBriefs in Business*.
- James W Gentry, Sanjay Putrevu, and C. J. S. (2006). The effects of counterfeiting on consumer search. *Journal of Consumer Behaviour*, 50(October), 35–50. <https://doi.org/10.1002/cb>
- Jiang, Y., Miao, M., Jalees, T., & Zaman, S. I. (2019). Analysis of The Moral Mechanism to Purchase Counterfeit Luxury Goods: Evidence from China. *Asia Pacific Journal of Marketing and Logistics*, 31(3), 647–669. <https://doi.org/10.1108/APJML-05-2018-0190>
- Kala, D., & Chaubey, D. S. (2018). The effect of eWOM communication on brand image and purchase intention towards lifestyle products in India. *International Journal of Services, Economics and Management*, 9(2), 143. <https://doi.org/10.1504/ijsem.2018.10017351>
- Kassim, N. M., Zain, M., Bogari, N., & Sharif, K. (2020). Why do consumers buy counterfeit luxury products? A tale of two major cities in two different countries. In *Asia Pacific Journal of Marketing and Logistics* (Vol. 33, Issue 2). <https://doi.org/10.1108/APJML-06-2019-0361>
- Kim, H., & Karpova, E. (2010). Consumer attitudes toward fashion counterfeits: Application of the theory of planned behavior. *Clothing and Textiles Research Journal*, 28(2), 79–94. <https://doi.org/10.1177/0887302X09332513>
- Kock, N. (2015). Common method bias in PLS-SEM: A full collinearity assessment approach. *International Journal of E-Collaboration*, 11(4), 1–10. <https://doi.org/10.4018/ijec.2015100101>
- Lai, & Zaichkowsky, &. (2014). Brand Imitation: Do Chinese Have Different Views? *Asia Pacific Journal of Management*, 103(3), 239–248. <https://doi.org/10.1023/A>

- Lamba, B., & Aggarwal, M. (2014). A Study on Influence of eWOM : Consumer Buying Behavior. *The International Journal Of Business & Management*, 2(9), 237–241.
- Lin, C., Wu, Y.-S., & Chen, J.-C. V. (2013). Electronic Word-of-Mouth: The Moderating Roles of Product Involvement and Brand Image. *Proceedings of 2013 International Conference on Technology Innovation and Industrial Management*, 29–47.
- Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic Word-Of-Mouth in Hospitality and Tourism Management. *Tourism Management*, 29(3), 458–468. <https://doi.org/10.1016/j.tourman.2007.05.011>
- Mardanugraha, E., Wadhani, S., Ismayadi, B., Bergkamp, D., & Yappy, B. (2014). Dampak Ekonomi Pemalsuan Di Indonesia. *Holdering Company Universitas Indonesia*, 27–29.
- McDonald dan Roberts. (2014). Executive Insights: Countering Brand Counterfeiters. *Journal of International Marketing*, 107(3–4), 59.
- Musay, F. P. (2023). Pengaruh Brand Image terhadap Keputusan Pembelian (Survei Pada Konsumen KFC Malang). *Media Ekonomi Dan Manajemen*, 38(1), 15. <https://doi.org/10.56444/mem.v38i1.3030>
- Narendra iswara, G., & Santika Wayan, I. (2022). Peran Citra Merek Dalam Memediasi Pengaruh E-Wom Terhadap Minat Beli Sepatu. *Tjybjb.Ac.Cn*, 27(2), 58–66. <http://117.74.115.107/index.php/jemasi/article/view/537>
- Nill, A., & Shultz, C. J. (2015). The scourge of global counterfeiting. *Business Horizons*, 39(6), 37–42. [https://doi.org/10.1016/S0007-6813\(96\)90035-X](https://doi.org/10.1016/S0007-6813(96)90035-X)
- Nuridin, S., & Wildiansyah, V. (2021). Peran Mediasi Citra Merek Pada Hubungan Antara Electronic Word of Mouth (E-Wom) Oleh Beauty Vlogger Dan Minat Beli Produk Kosmetik. *Jurnal Sain Manajemen*, 3(1), 11. <http://ejurnal.ars.ac.id/index.php/jsm/index>
- Nurhalim, A. D. (2020). Pengaruh Brand Image Gojek Terhadap Loyalitas Konsumen (Studi Kasus Efek Covid-19 Konsumen Karawaci Tegal Baru Tangerang). *Jurnal Bina Manajemen*, 9(1), 17–29. <https://doi.org/10.52859/jbm.v9i1.112>
- Pangestuti, A. W., & Sukresna, I. M. (2018). ANALISIS PENGARUH KESADARAN NILAI , PEMENUHAN PEMBELIAN PRODUK SEPATU TIRUAN MEREK TERKENAL ( Studi pada Konsumen Sepatu Tiruan Merek Terkenal di Semarang ). *Diponogo Journal Of Management*, 7(2018), 1–11.
- Phau, I., & Prendergast, G. (2006). *Pro ® ling brand-piracy-prone consumers : An exploratory study in Hong Kong ' s clothing industry*. 5, 45–55.

- Phau, I., & Teah, M. (2009). Devil wears (counterfeit) Prada: A study of antecedents and outcomes of attitudes towards counterfeits of luxury brands. *Journal of Consumer Marketing*, 26(1), 15–27. <https://doi.org/10.1108/07363760910927019>
- Pratminingsih, S. A., Astuty, E., & Mardiansyah, V. (2019). The influence of electronic word of mouth and brand image on buying decision. *Journal of Advanced Research in Dynamical and Control Systems*, 11(3 Special Issue), 995–1002.
- Prendergast, G., Hing Chuen, L., & Phau, I. (2002). Understanding consumer demand for non-deceptive pirated brands. *Marketing Intelligence & Planning*, 20(7), 405–416. <https://doi.org/10.1108/02634500210450846>
- Putri Nurdianty Nurdin. (2010). *Analisis Perilaku Masa Lalu, Sikap Terhadap Pembelian Produk Tiruan, Serta Karakteristik Individu Terhadap Intensi Pembelian Produk Luxury Handbag Original Dan Tiruan : Studi Pada Konsumen Muda*. 158.
- Putuhena, M. . (2014). Faktor-Faktor Yang Mempengaruhi Intention To Buy Counterfeit Product. *Universitas Atma Jaya Yogyakarta*, 5–24.
- Sabilla, T. P., MS, M., & Roslina, R. (2023). Consumers Attitude Towards Purchase Decisions of Counterfeits Fashion Products Moderated by Personal Income. *Journal of Economics, Finance and Management Studies*, 06(10), 4879–4890. <https://doi.org/10.47191/jefms/v6-i10-21>
- Setyawati, H. A. (2021). Antecedent Niat Membeli Produk Counterfeit. *Medikonis*, 12(1), 91–99. <https://doi.org/10.52659/medikonis.v12i1.38>
- Singh, D. P., Kastanakis, M. N., Paul, J., & Felix, R. (2020). Non-deceptive counterfeit purchase behavior of luxury fashion products. *Journal of Consumer Behaviour*, 20(5), 1078–1091. <https://doi.org/10.1002/cb.1917>
- Supriyadi, Yuntawati Fristin, G. I. K. . (2016). Pengaruh Kualitas Produk dan Brand Images Terhadap Keputusan Pembelian (Studi Kasus Pada Mahasiswa Pengguna Produk Sepatu Merek Converse di Fisip Universitas Merdeka Malang. *Jurnal Bisnis Dan Manajemen*, 3(1), 135–144.
- Syarifudin, F. (2016). Pengaruh Electronic Word Of Mouth, Harga, Dan Kualitas Jasa terhadap Keputusan Pembelian (Studi Kasus Pada Studio Jingga). *Jurnal Ilmiah Mahasiswa FEB*, 6(1), 51–66. <http://repositorio.unan.edu.ni/2986/1/5624.pdf> <http://fiskal.kemenkeu.go.id/ejournal> <http://dx.doi.org/10.1016/j.cirp.2016.06.001> <http://dx.doi.org/10.1016/j.powtec.2016.12.055> <https://doi.org/10.1016/j.ijfatigue.2019.02.006> <https://doi.org/10.1>

- Themba, G., & Mulala, M. (2013). Brand-Related eWOM and Its Effects on Purchase Decisions: An Empirical Study of University of Botswana Students. *International Journal of Business and Management*, 8(8). <https://doi.org/10.5539/ijbm.v8n8p31>
- Tjiptono, F. (2005). *Service , Quality & Satisfaction*. January 2016, 4–5.
- Tom, G., Garibaldi, B., Zeng, Y., & Pilcher, J. (2015). Consumer demand for counterfeit goods. *Psychology and Marketing*, 15(5), 405–421. [https://doi.org/10.1002/\(SICI\)1520-6793\(199808\)15:5<405::AID-MAR1>3.0.CO;2-B](https://doi.org/10.1002/(SICI)1520-6793(199808)15:5<405::AID-MAR1>3.0.CO;2-B)
- Torlak, O., Ozkara, B. Y., Tiltaly, M. A., Cengiz, H., & Dulger, M. F. (2014). The effect of electronic word of mouth on brand image and purchase intention: An application concerning cell phone brands for youth consumers in Turkey. *Journal of Marketing Development and Competitiveness*, 8(2), 61–68. *Journal of Marketing Development and Competitiveness*, 8(2), 61–68. [https://www.researchgate.net/publication/283723484\\_The\\_Effect\\_of\\_Electronic\\_Word\\_of\\_Mouth\\_on\\_Brand\\_Image\\_and\\_Purchase\\_Intention\\_An\\_Application\\_Concerning\\_Cell\\_Phone\\_Brands\\_for\\_Youth\\_Consumers\\_in\\_Turkey/link/56453ddb08aef646e6cc299b/download?\\_tp=eyJjb250ZX](https://www.researchgate.net/publication/283723484_The_Effect_of_Electronic_Word_of_Mouth_on_Brand_Image_and_Purchase_Intention_An_Application_Concerning_Cell_Phone_Brands_for_Youth_Consumers_in_Turkey/link/56453ddb08aef646e6cc299b/download?_tp=eyJjb250ZX)
- Widagdo, B., & Eka, M. (2017). Pengaruh Electronic Word of Mouth Terhadap Purchase Intention Melalui Media Sosial Twitter Pada Chatime Indonesia. *Jurnal Manajemen*, 4(3), 1–8. [https://repository.telkomuniversity.ac.id/pustaka/files/137725/jurnal\\_eproc/pengaruh-electronic-word-of-mouth-terhadap-purchase-intention-melalui-media-sosial-twitter-pada-chatime-indonesia.pdf](https://repository.telkomuniversity.ac.id/pustaka/files/137725/jurnal_eproc/pengaruh-electronic-word-of-mouth-terhadap-purchase-intention-melalui-media-sosial-twitter-pada-chatime-indonesia.pdf)
- Widyaningrum, P. W. (2018). Pengaruh Label Halal, Asosiasi Merek, Iklan, dan Celebrity Endorser terhadap Keputusan Pembelian (Survei Pada Konsumen Wardah Di Malang). *Jurnal Sains Dan Seni ITS*, 6(1), 51–66. <http://repositorio.unan.edu.ni/2986/1/5624.pdf> <http://fiskal.kemenkeu.go.id/ejournal> <http://dx.doi.org/10.1016/j.cirp.2016.06.001> <http://dx.doi.org/10.1016/j.powtec.2016.12.055> <https://doi.org/10.1016/j.ijfatigue.2019.02.006> <https://doi.org/10.1>
- Wiedmann, K. P., & Hennigs, N. (2013). Luxury marketing: A challenge for theory and practice. *Luxury Marketing: A Challenge for Theory and Practice*, 1–416. <https://doi.org/10.1007/978-3-8349-4399-6>

## Internet

- Annur, Cindy Mutia. (2023). Selain Kenyamanan, Ini Ragam Pertimbangan Konsumen Indonesia Saat Memilih Sneakers. Diakses pada 11 Mei 2024 dari <https://databoks.katadata.co.id/datapublish/2023/02/28/selain-kenyamanan-ini-ragam-pertimbangan-konsumen-indonesia-saat-memilih-sneakers>



Annur, Cindy Mutia. (2023). Deretan Merek Sneakers Paling Disukai Masyarakat Indonesia, Adidas Juaranya. Diakses pada 11 Mei 2024 dari <https://databoks.katadata.co.id/datapublish/2023/02/27/deretan-merek-sneakers-paling-disukai-masyarakat-indonesia-adidas-juaranya>

Hasanah, Sovia. (2019). Penegakan Hukum Perdagangan Barang-barang 'KW'. Diakses pada 14 Mei 2024 dari <https://www.hukumonline.com/klinik/a/penegakan-hukum-perdagangan-barang-barang-kw-lt522464e40449c/>

Mendag Gobel Sebut 40% Barang Beredar Kualitas Abal-abal. Diakses pada 14 Maret 2024 dari <https://finance.detik.com/berita-ekonomi-bisnis/d-2804676/mendag-gobel-sebut-40-barang-beredar-kualitas-i-abal-abal-i>