

DAFTAR PUSTAKA

- Aaker, D. A., & Jacobson, R. (1994). The Financial Information Content of Perceived Quality. In *Source: Journal of Marketing Research* (Vol. 31, Issue 2).
- Agmeka, F., Wathoni, R. N., & Santoso, A. S. (2019). The influence of discount framing towards brand reputation and brand image on purchase intention and actual behaviour in e-commerce. *Procedia Computer Science*, 161, 851–858. <https://doi.org/10.1016/j.procs.2019.11.192>
- Aguirre-Rodriguez, A., Bosnjak, M., & Sirgy, M. J. (2012). Moderators of the self-congruity effect on consumer decision-making: A meta-analysis. *Journal of Business Research*, 65(8), 1179–1188. <https://doi.org/10.1016/j.jbusres.2011.07.031>
- Ahmed, N., Farooq, O., & Iqbal, J. (2014). Credibility of Celebrity Endorsement and Buying Intentions an Evidence from Students of Islamabad, Pakistan. *International Letters of Social and Humanistic Sciences*, 20, 1–13. <https://doi.org/10.18052/www.scipress.com/ilshs.20.1>
- Akoglu, H. E., & Özbek, O. (2021). The effect of brand experiences on brand loyalty through perceived quality and brand trust: a study on sports consumers. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/APJML-05-2021-0333>
- Alam, N., & Al-Amri, H. A. (2020). Service quality perception and customer satisfaction in Islamic banks of Oman. *Journal of Asian Finance, Economics and Business*, 7(9), 499–504. <https://doi.org/10.13106/jafeb.2020.vol7.no9.499>
- Alonso, E., Giannetti, R., Rodríguez-Morcillo, C., Matanza, J., & Muñoz-Frías, J. D. (2020). A Novel Passive Method for the Assessment of Skin-Electrode Contact Impedance in Intraoperative Neurophysiological Monitoring Systems. *Scientific Reports*, 10(1). <https://doi.org/10.1038/s41598-020-59551-w>
- Amiri Aghdaie, S. F., & Khatami, F. (2014). Investigating the Role of Self Confidence and Self-Image Proportion in Consumer Behavior. *International Journal of Marketing Studies*, 6(4). <https://doi.org/10.5539/ijms.v6n4p133>
- Amron, A. (2018). The Influence of Brand Image, Design, Feature, and Price on Purchasing Decision of Apple iOS Smartphone in Surakarta, Indonesia. *The International Journal of Social Sciences and Humanities Invention*, 5(12), 5187–5191. <https://doi.org/10.18535/ijsshi/v5i12.15>
- Bosnjak, M., Galesic, M., & Tuten, T. (2007). Personality determinants of online shopping: Explaining online purchase intentions using a hierarchical approach. *Journal of Business Research*, 60(6), 597–605. <https://doi.org/10.1016/j.jbusres.2006.06.008>
- Chetioui, Y., Benlafqih, H., & Lebdaoui, H. (2020). How fashion influencers contribute to consumers' purchase intention. *Journal of Fashion Marketing and Management*, 24(3), 361–380. <https://doi.org/10.1108/JFMM-08-2019-0157>
- Confente, I., Scarpi, D., & Russo, I. (2020). Marketing a new generation of bio-plastics products for a circular economy: The role of green self-identity, self-congruity, and

- perceived value. *Journal of Business Research*, 112, 431–439. <https://doi.org/10.1016/j.jbusres.2019.10.030>
- Cubillo, J. M., Sánchez, J., & Cervio, J. (2006). International students' decision-making process. *International Journal of Educational Management*, 20(2), 101–115. <https://doi.org/10.1108/09513540610646091>
- Denny Erica, & Harun Al Rasyid. (2018). *Pengaruh Kualitas Layanan Dan Pemanfaatan Teknologi Informasi Terhadap Kepuasan Dan Loyalitas Pelanggan Jasa Transportasi Online Di Jakarta*.
- Erkmen, E., & Hancer, M. (2019). Building brand relationship for restaurants: An examination of other customers, brand image, trust, and restaurant attributes. *International Journal of Contemporary Hospitality Management*, 31(3), 1469–1487. <https://doi.org/10.1108/IJCHM-08-2017-0516>
- Ferdinand, A. (2014). *Metode Penelitian Manajemen*. Semarang. Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program SPSS 25*. Semarang: Badan Penerbit Universitas Diponegoro.
- Hazel, D., & Kang, J. (2018). The Contributions of Perceived CSR Information Substantiality Toward Consumers' Cognitive, Affective, and Conative Responses: The Hierarchy of Effects Model Approach. *Clothing and Textiles Research Journal*, 36(2), 62–77. <https://doi.org/10.1177/0887302X17750747>
- Islam, T., & Hussain, M. (2022). How consumer uncertainty intervene country of origin image and consumer purchase intention? The moderating role of brand image. *International Journal of Emerging Markets*. <https://doi.org/10.1108/IJOEM-08-2021-1194>
- Johnson-Laird, P. N., Gawronski, I. B., & Strack, F. (2012). *Mental models and consistency*.
- Khalid, N. R. B., Wel, C. A. B. C., Alam, S. S., & Mokhtaruddin, S. A. B. (2018). Cosmetic for Modern Consumer: The Impact of Self-Congruity on Purchase Intention. *International Journal of Asian Social Science*, 8(1), 34–41. <https://doi.org/10.18488/journal.1.2018.81.34.41>
- Kotler & Keller. (2016). *Terjemahan Marketing Management*.
- Kressmann, F., Sirgy, M. J., Herrmann, A., Huber, F., Huber, S., & Lee, D. J. (2006). Direct and indirect effects of self-image congruence on brand loyalty. *Journal of Business Research*, 59(9), 955–964. <https://doi.org/10.1016/j.jbusres.2006.06.001>
- Kumar, V., & Nayak, J. K. (2014). *The Role Of Self-Congruity And Functional Congruity In Influencing Tourists' Post Visit Behaviour*. <http://www.ahtrjournal.org/>
- Kwak, D. H., & Kang, J. H. (2009). Symbolic purchase in sport: The roles of self-image congruence and perceived quality. *Management Decision*, 47(1), 85–99. <https://doi.org/10.1108/00251740910929713>

- Langling, S. M. (2016). The Influence Of Brand Image, Advertising, Perceived Price Toward Consumer Purchase Intention (Case Study: Samsung Smartphone). In *Jurnal Berkala Ilmiah Efisiensi* (Vol. 16, Issue 01).
- Lee, J., & Lee, Y. (2018). Effects of multi-brand company's CSR activities on purchase intention through a mediating role of corporate image and brand image. *Journal of Fashion Marketing and Management*, 22(3), 387–403. <https://doi.org/10.1108/JFMM-08-2017-0087>
- Lien, C. H., Wen, M. J., Huang, L. C., & Wu, K. L. (2015). Online hotel booking: The effects of brand image, price, trust and value on purchase intentions. *Asia Pacific Management Review*, 20(4), 210–218. <https://doi.org/10.1016/j.apmr.2015.03.005>
- Liu, C., Zhang, Y., & Zhang, J. (2020). The impact of self-congruity and virtual interactivity on online celebrity brand equity and fans' purchase intention. *Journal of Product and Brand Management*, 29(6), 783–801. <https://doi.org/10.1108/JPBM-11-2018-2106>
- P Kotler, & G Armstrong. (2012). *Principles of Marketing*.
- Quester, P. G., Dzever, S., & Chetty, S. (2000). *Country-of-origin effects on purchasing agents' product perceptions: an international perspective*. <http://www.emerald-library.com>
- Reddy, A., & Ahmad, A. (2020). A Study on Self-Image Congruence and Perceived Quality with Respect to Symbolic Purchase in Sport at Bangalore City. *International Journal of Innovations in Management, Engineering and Science (IJIMES)*, 6.
- Rizky, M. F., & Yasin, H. (2014). *Pengaruh promosi dan harga terhadap minat beli perumahan obama PT. Nailah Adi Kurnia SEI Mencirim Medan*.
- Rosmayani, & Mardhatillah, A. (2020). Model of intention to behave in online product purchase for Muslim fashion in Pekanbaru, Indonesia. *Journal of Islamic Marketing*, 11(6), 1419–1441. <https://doi.org/10.1108/JIMA-09-2018-0159>
- Schembri, S., Merrilees, B., & Kristiansen, S. (2010). Brand consumption and narrative of the self. *Psychology and Marketing*, 27(6), 623–637. <https://doi.org/10.1002/mar.20348>
- Schiffman, L., & Kanuk, L. L. (2010). *Consumer Behavior, Global Tenth Edition*.
- Setiadi, E., Adiwijaya, M., & Subagio, H. (2018). The Impact of Brand Awareness and Country of Origin on Purchase Intention with Mediation of Self Congruity on Chinese Brand Automotive Products Wuling. *Petra International Journal of Business Studies*, 1(2), 70–79. <https://doi.org/10.9744/ijbs.1.2.70-79>
- Sirgy, M. J. (1982). Self-Concept in Consumer Behavior: A Critical Review. In *Source: Journal of Consumer Research* (Vol. 9, Issue 3). <https://about.jstor.org/terms>
- Sirgy, M. J. (1985). Using Self-Congruity and Ideal Congruity to Predict Purchase Motivation. In *J BUSN RES zyxwvutsrqponmlkji* (Vol. 195).
- Sirgy, M. J. (2018). Self-congruity theory in consumer behavior: A little history. *Journal of Global Scholars of Marketing Science*, 28(2), 197–207. <https://doi.org/10.1080/21639159.2018.1436981>

- Sirgy, M. J., & Su, C. (2000). Destination image, self-congruity, and travel behavior: Toward an integrative model. *Journal of Travel Research*, 38(4), 340–352. <https://doi.org/10.1177/004728750003800402>
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. PT. Alfabeta.
- Sugiyono. (2021). *Buku Metode Penelitian Kuantitatif, Kualitatif, Dan Kombinasi Edisi Revisi 2021*.
- Takaya, R. (2017). *The Effect Of Celebrity Endorsment On Brand Image And Trust Brand And It's Impact To Purchaseintention Case Study: Oppo Smartphone*.
- Tjiptono, F. (2012). *Ekonomi Pemasaran*.
- Tran, P. K. T., Nguyen, P. D., Le, A. H. N., & Tran, V. T. (2022). Linking self-congruity, perceived quality and satisfaction to brand loyalty in a tourism destination: the moderating role of visit frequency. *Tourism Review*, 77(1), 287–301. <https://doi.org/10.1108/TR-04-2020-0143>
- Tsordia, C., Papadimitriou, D., & Parganas, P. (2018). The influence of sport sponsorship on brand equity and purchase behavior. *Journal of Strategic Marketing*, 26(1), 85–105. <https://doi.org/10.1080/0965254X.2017.1374299>
- Wang, X., Yang, Z., & Liu, N. R. (2009). The impacts of brand personality and congruity on purchase intention: Evidence from the Chinese mainland's automobile market. *Journal of Global Marketing*, 22(3), 199–215. <https://doi.org/10.1080/08911760902845023>
- Yang, S., Mohd Isa, S., Wu, H., Ramayah, T., & Jermisittiparsert, K. (n.d.). *Examining the role of destination image, self-congruity and trip purpose in predicting post-travel intention: The case of Chinese tourists in New Zealand*. XXIX. <https://doi.org/10.24205/03276716.2020.1148>
- Yu, C. C., Lin, P. J., & Chen, C. S. (2013). How brand image, country of origin, and self-congruity influence internet users' purchase intention. *Social Behavior and Personality*, 41(4), 599–611. <https://doi.org/10.2224/sbp.2013.41.4.599>
- Zeithaml, V. A. (2000). Service Quality, Profitability, and the Economic Worth of Customers: What We Know and What We Need to Learn. In *Journal of the Academy of Marketing Science* (Vol. 28, Issue 1).
- Zeithaml, V. A., Walker, O. C., Lutz, R., Park, C. W., & Schmalensee, D. (1988). Synthesis of Evidence. In *Journal of Marketing* (Vol. 52).
- Zhang, X. (2021). Can you represent me? The influence of consumers' self-congruity on their brand loyalty behavior. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/APJML-04-2021-0238>
- Zogaj, A., Tscheulin, D. K., & Olk, S. (2021). Benefits of matching consumers' personality: Creating perceived trustworthiness via actual self-congruence and perceived competence via ideal self-congruence. *Psychology and Marketing*, 38(3), 416–430. <https://doi.org/10.1002/mar.21439>