

## DAFTAR PUSTAKA

- Amoako, G. K., Caesar, L. D., Dzogbenuku, R. K., & Bonsu, G. A. (2023). Service recovery performance and repurchase intentions: the mediation effect of service quality at KFC. *Journal of Hospitality and Tourism Insights*, 6(1), 110–130. <https://doi.org/10.1108/JHTI-06-2021-0141>
- Dalimoenthe, I. (2020). *Sosiologi Gender* (B. Fatmawati, Ed.; 1 ed.). PT Bumi Aksara.
- El Hedhli, K., Becheur, I., Zourrig, H., & Chaouali, W. (2021). Shopping well-being: the role of congruity and shoppers' characteristics. *Journal of Consumer Marketing*, 38(3), 293–304. <https://doi.org/10.1108/JCM-07-2020-3943>
- Fadhil Fausta, M., Anderson, P., & Risqiani, R. (2023). Pengaruh Customer Experience, Customer Satisfaction, Terhadap Repurchase Intention Pada Restoran Cepat Saji. *Equilibrium: Jurnal Penelitian Pendidikan dan Ekonomi*, 20, 1. <https://journal.uniku.ac.id/index.php/Equilibrium>
- Farida, N., & Ardyan, E. (2016). International Review of Management and Marketing Gender Differences in Interest in Using Electronic Money: An Application of Theory Planned Behavior. *International Review of Management and Marketing*, 6(4), 898–903. <http://www.econjournals.com>
- Foroudi, P., Palazzo, M., & Sultana, A. (2021). Linking brand attitude to word-of-mouth and revisit intentions in the restaurant sector. *British Food Journal*, 123(13), 221–240. <https://doi.org/10.1108/BFJ-11-2020-1008>
- Frank, B., Enkawa, T., & Schvaneveldt, S. J. (2014). How do the success factors driving repurchase intent differ between male and female customers? *Journal of the Academy of Marketing Science*, 42(2), 171–185. <https://doi.org/10.1007/s11747-013-0344-7>
- Ghozali, I. (2011). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 19 Edisi 5*. Badan Penerbit Universitas Diponegoro.
- Jacob, M. R., & Berlianto, M. P. (2022). Enrichment: Journal of Management The Determinant Factors that Influence Repurchase Intention of Samsung Smartphone in Jabodetabek. Dalam *Enrichment: Journal of Management* (Vol. 12, Nomor 4).
- Joseph Sirgy, M., & Coskun Samli, A. (1985). A path analytic model of store loyalty involving self-concept, store ... A Path Analytic Model of Store Loyalty Involving Self-Concept, Store Image, Geographic: Loyalty, and Socioeconomic: Status. Dalam *Academy of Marketing Science. Journal*.
- Kang, J., Tang, L., Lee, J. Y., & Bosselman, R. H. (2012). Understanding customer behavior in name-brand Korean coffee shops: The role of self-congruity and functional congruity. *International Journal of Hospitality Management*, 31(3), 809–818. <https://doi.org/10.1016/j.ijhm.2011.09.017>

- Kotler, P., & Keller, K. L. (2008). *Marketing Management* (A. Maulana & W. Hardani, Ed.; 3 ed., hlm. 166–176). Pearson Education.
- Li, R., Laroche, M., Richard, M. O., & Cui, X. (2022). More Than A Mere Cup Of Coffee: When Perceived Luxuriousness Triggers Chinese Customers' Perceptions Of Quality And Self-Congruity. *Journal of Retailing and Consumer Services*, 64. <https://doi.org/10.1016/j.jretconser.2021.102759>
- 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>
- M. Joseph Sirgy, & Chenting Su. (2000). Destination image, self-Congruity, and Travel Behavior: Toward an Integrative Model. *Journal of Travel Research*, 38(4), 340–352.
- Mähner, P. M., Zogaj, A., & Tscheulin, D. K. (2023). Linking self-congruence and functional congruence to mobile health apps. *Journal of Services Marketing*, 37(3), 287–299. <https://doi.org/10.1108/JSM-06-2021-0215>
- Nadhifah, S., & Lumban Batu, R. (2021). Pengaruh Self Image Congruence Terhadap Keputusan Pembelian Dimediasi Oleh Brand Trust Pada Maskapai Penerbangan Di Indonesia. Dalam *Jurnal Ilmu Manajemen* (Vol. 9).
- Philip Kotler, & Kevin Lane Keller. (2012). *Manajemen Pemasaran*. Erlangga.
- Putri Maghfira, E., Manajemen, J., Ekonomi, F., & Bisnis, D. (2016). Pengaruh Self Congruity Terhadap Niat Perilaku Dengan Experiential Value Sebagai Variabel Mediasi (Pada Wisatawan Destinasi Wisata Kota Banda Aceh). Dalam *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen* (Vol. 1, Nomor 1).
- Rachmawati, R. (2016). Gaya Hidup dan Restoran Jepang Studi Kasus pada Interior Restoran Sushi Tei Bandung. Dalam *& Desain Produk* (Vol. 1, Nomor 1).
- Sangadji, E. M., & Sopiah. (2013). *Perilaku Konsumen* (Nikoemus WK, Ed.; 1 ed.). CV. Andi Offset.
- Sugeng, B. (2020). *Fundamental Metodologi Penelitian Kuantitatif (Eksplanatif)* (1 ed.). CV Budi Utama.
- Sugiyono. (2017). *Metode Penelitian Bisnis: Pendekatan Kuantitatif, Kualitatif, Kombinasi dan R&D*. Alfabeta.
- Sunyoto, D. (2014). *Praktik Riset Perilaku Konsumen* (T. Admojo, Ed.; 1 ed.). Center of Academic Publishing Service.
- Tjandra, C., Nathania, C., & Kristanti, M. (2015). *Analisa Meal Experience Dan Pengaruhnya Terhadap Minat Beli Ulang Di Restoran Jepang Di Surabaya*.

- Usakli, A., Kucukergin, K. G., Shi, D., & Okumus, F. (2022). Does self-congruity or functional congruity better predict destination attachment? A higher-order structural model. *Journal of Destination Marketing and Management*, 23. <https://doi.org/10.1016/j.jdmm.2021.100686>
- Wang, F. J., & Chiu, W. (2023). Service encounter and repurchase intention in fitness centers: perceived value as a mediator and service innovativeness as a moderator. *International Journal of Sports Marketing and Sponsorship*, 24(1), 145–167. <https://doi.org/10.1108/IJSMS-03-2022-0055>
- Wang, S., Hung, K., Li, M., & Qiu, H. (2021). Developing a customer loyalty model for guest houses in China: a congruity-based perspective. *Tourism Review*, 76(2), 411–426. <https://doi.org/10.1108/TR-05-2019-0166>
- Wang, S. J., Hsu, C. P., Huang, H. C., & Chen, C. L. (2015). How readers' perceived self-congruity and functional congruity affect bloggers' informational influence: Perceived interactivity as a moderator. *Online Information Review*, 39(4), 537–555. <https://doi.org/10.1108/OIR-02-2015-0063>
- Wayan, N., Premayani, W., Gusti, I., Ketut Giantari, A., Nyoman, N., & Yasa, K. (2018). The Effect Of Self Image Congruity And Functional Congruity To Attitudes And Repurchase Intention. *IOSR Journal of Business and Management (IOSR-JBM)*, 20, 8–11. <https://doi.org/10.9790/487X-2002070811>
- Yang, S., Isa, S. M., Ramayah, T., Wen, J., & Goh, E. (2022). Developing an extended model of self-congruity to predict Chinese tourists' revisit intentions to New Zealand: the moderating role of gender. *Asia Pacific Journal of Marketing and Logistics*, 34(7), 1459–1481. <https://doi.org/10.1108/APJML-05-2021-0346>
- Yang, T., Yang, F., & Men, J. (2023). Understanding consumers' continuance intention toward recommendation vlogs: An exploration based on the dual-congruity theory and expectation-confirmation theory. *Electronic Commerce Research and Applications*, 59. <https://doi.org/10.1016/j.elerap.2023.101270>