

## DAFTAR PUSTAKA

- 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*, 34(10), 2130-2148. <https://doi.org/10.1108/apjml-05-2021-0333>
- Al-Daihani, S. M. (2018). Smartphone use by students for information seeking. *Global Knowledge, Memory and Communication*, 67(4/5), 194-208. <https://doi.org/10.1108/gkmc-01-2018-0008>
- Anggara, A. K. D., Ratnasari, R. T., & Osman, I. (2023). How store attribute affects customer experience, brand love and brand loyalty. *Journal of Islamic Marketing*, 14(11), 2980-3006. <https://doi.org/10.1108/jima-01-2022-0002>
- Bae, B. R., & Kim, S.-E. (2023). Effect of brand experiences on brand loyalty mediated by brand love: the moderated mediation role of brand trust. *Asia Pacific Journal of Marketing and Logistics*, 35(10), 2412-2430. <https://doi.org/10.1108/apjml-03-2022-0203>
- Bentler, P. M., & Bonett, D. G. (1980). Significance tests and goodness of fit in the analysis of covariance structures. *Psychological bulletin*, 88(3), 588.
- Bollen, K. A. (1990). Overall fit in covariance structure models: Two types of sample size effects. *Psychological bulletin*, 107(2), 256.
- Brakus, J. J. s., Schmitt, B. H., & Zarantonello, L. (2009). Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty? *Journal of Marketing*, 73, 52–68.
- C. Whan Park, B. J. J., & Deborah J. MacInnis. (1986). Strategic Brand Concept Image.
- Chahal, H., & Bala, R. (2023). Revisiting brand performance metrics and its impact on customer loyalty in Indian banking sector: role of relational quality and duration. *Journal of Indian Business Research*, 16(2), 201-222. <https://doi.org/10.1108/jibr-09-2022-0235>
- Chieng, F., Sharma, P., Kingshott, R. P. J., & Roy, R. (2022). Interactive effects of self-congruity and need for uniqueness on brand loyalty via brand experience and brand attachment. *Journal of Product & Brand Management*, 31(6), 870-885. <https://doi.org/10.1108/jpbm-12-2020-3250>
- Chung, M. R., & Welty Peachey, J. (2021). The influence of brand experience on satisfaction, uncertainty and brand loyalty: a focus on the golf club

industry. *Sport, Business and Management: An International Journal*.  
<https://doi.org/10.1108/sbm-11-2020-0115>

- Cuesta-Valiño, P., Kazakov, S., Penelas-Leguía, A., & Gutiérrez-Rodríguez, P. (2023). The impact of corporate social responsibility on customer loyalty in hospitality business. *Quality & Quantity*, 58(3), 2163-2181. <https://doi.org/10.1007/s11135-023-01749-x>
- Fang, Y.-H., Li, C.-Y., & Bhatti, Z. A. (2020). Building brand loyalty and endorsement with brand pages: integration of the lens of affordance and customer-dominant logic. *Information Technology & People*, 34(2), 731-769. <https://doi.org/10.1108/itp-05-2019-0208>
- Ferdinand, A. (2014). Metode penelitian manajemen: Pedoman penelitian untuk penulisan skripsi tesis dan desrtasi ilmu manajemen.
- Fu, X., Kang, J., Hahm, J. J., & Wiitala, J. (2020). Investigating the consequences of theme park experience through the lenses of self-congruity and flow. *International Journal of Contemporary Hospitality Management*, 32(3), 1181-1199. <https://doi.org/10.1108/ijchm-06-2019-0522>
- Fu, Y.-K. (2023). Airline brand image, passenger perceived value and loyalty towards full-service and low-cost carriers. *Tourism Review*, 78(6), 1433-1451. <https://doi.org/10.1108/tr-07-2022-0369>
- Gao, F., & Shen, Z. (2024). Sensory brand experience and brand loyalty: Mediators and gender differences. *Acta Psychol (Amst)*, 244, 104191. <https://doi.org/10.1016/j.actpsy.2024.104191>
- Garzaro, D. M., Varotto, L. F., & Pedro, S. d. C. (2020). Internet and mobile banking: the role of engagement and experience on satisfaction and loyalty. *International Journal of Bank Marketing*, 39(1), 1-23. <https://doi.org/10.1108/ijbm-08-2020-0457>
- Guan, J., Wang, W., Guo, Z., Chan, J. H., & Qi, X. (2021). Customer experience and brand loyalty in the full-service hotel sector: the role of brand affect. *International Journal of Contemporary Hospitality Management*, 33(5), 1620-1645. <https://doi.org/10.1108/ijchm-10-2020-1177>
- Habachi, S., Matute, J., & Palau-Saumell, R. (2023). Gamify, engage, build loyalty: exploring the benefits of gameful experience for branded sports apps. *Journal of Product & Brand Management*, 33(1), 57-75. <https://doi.org/10.1108/jpbm-07-2022-4070>
- Hair, E., Halle, T., Terry-Humen, E., Lavelle, B., & Calkins, J. (2006). Children's school readiness in the ECLS-K: Predictions to academic, health, and

social outcomes in first grade. *Early Childhood Research Quarterly*, 21(4), 431-454.

- Hosany, S., & Martin, D. (2012). Self-image congruence in consumer behavior. *Journal of Business Research*, 65(5), 685-691. <https://doi.org/10.1016/j.jbusres.2011.03.015>
- Hsu, L.-C. (2019). Investigating the brand evangelism effect of community fans on social networking sites. *Online Information Review*, 43(5), 842-866. <https://doi.org/10.1108/oir-06-2017-0187>
- Hwang, J., Choe, J. Y., Kim, H. M., & Kim, J. J. (2021). Human baristas and robot baristas: How does brand experience affect brand satisfaction, brand attitude, brand attachment, and brand loyalty? *International Journal of Hospitality Management*, 99. <https://doi.org/10.1016/j.ijhm.2021.103050>
- Islam, T., Attiq, S., Hameed, Z., Khokhar, M. N., & Sheikh, Z. (2018). The impact of self-congruity (symbolic and functional) on the brand hate. *British Food Journal*, 121(1), 71-88. <https://doi.org/10.1108/bfj-03-2018-0206>
- Japutra, A., Ekinici, Y., Simkin, L., & Nguyen, B. (2018). The role of ideal self-congruence and brand attachment in consumers' negative behaviour. *European Journal of Marketing*, 52(3/4), 683-701. <https://doi.org/10.1108/ejm-06-2016-0318>
- Kamath, P. R., Pai, Y. P., & Prabhu, N. K. P. (2019). Building customer loyalty in retail banking: a serial-mediation approach. *International Journal of Bank Marketing*, 38(2), 456-484. <https://doi.org/10.1108/ijbm-01-2019-0034>
- Kim, J. J. (2023). Brand personality of global chain hotels, self-congruity, and self-discrepancy on customer responses. *International Journal of Hospitality Management*, 114. <https://doi.org/10.1016/j.ijhm.2023.103565>
- Kim, J. J., Lee, J.-S., & Han, H. (2022). Tangible and intangible hotel in-room amenities in shaping customer experience and the consequences in the with-corona era. *International Journal of Contemporary Hospitality Management*, 35(2), 657-681. <https://doi.org/10.1108/ijchm-01-2022-0014>
- Lee, C.-H., & Kim, H.-R. (2022). Positive and negative switching barriers: promoting hotel customer citizenship behaviour through brand attachment. *International Journal of Contemporary Hospitality Management*, 34(11), 4288-4311. <https://doi.org/10.1108/ijchm-10-2021-1280>
- Li, T., Liu, F., & Soutar, G. N. (2021). Experiences, post-trip destination image, satisfaction and loyalty: A study in an ecotourism context. *Journal of*

*Destination Marketing & Management*, 19.  
<https://doi.org/10.1016/j.jdmm.2020.100547>

- Li, Z., & Zhang, J. (2023). How to improve destination brand identification and loyalty using short-form videos? The role of emotional experience and self-congruity. *Journal of Destination Marketing & Management*, 30. <https://doi.org/10.1016/j.jdmm.2023.100825>
- Lim, X.-J., Cheah, J.-H., Cham, T. H., Ting, H., & Memon, M. A. (2020). Compulsive buying of branded apparel, its antecedents, and the mediating role of brand attachment. *Asia Pacific Journal of Marketing and Logistics*, 32(7), 1539-1563. <https://doi.org/10.1108/apjml-03-2019-0126>
- Lu, J., & Xu, Y. (2015). Chinese young consumers' brand loyalty toward sportswear products: a perspective of self-congruity. *Journal of Product & Brand Management*, 24(4), 365-376. <https://doi.org/10.1108/jpbm-05-2014-0593>
- Mathew, V., & Thomas, S. (2018). Direct and indirect effect of brand experience on true brand loyalty: role of involvement. *Asia Pacific Journal of Marketing and Logistics*, 30(3), 725-748. <https://doi.org/10.1108/apjml-08-2017-0189>
- McCallum, I. (1996). The stillwater complex. In *Developments in petrology* (Vol. 15, pp. 441-483). Elsevier.
- Molinillo, S., Aguilar-Illescas, R., Anaya-Sánchez, R., & Carvajal-Trujillo, E. (2022). The customer retail app experience: Implications for customer loyalty. *Journal of Retailing and Consumer Services*, 65. <https://doi.org/10.1016/j.jretconser.2021.102842>
- Mostafa, R. B., & Kasamani, T. (2020). Brand experience and brand loyalty: is it a matter of emotions? *Asia Pacific Journal of Marketing and Logistics*, 33(4), 1033-1051. <https://doi.org/10.1108/apjml-11-2019-0669>
- Nikhashemi, S. R., & Valaei, N. (2018). The chain of effects from brand personality and functional congruity to stages of brand loyalty. *Asia Pacific Journal of Marketing and Logistics*, 30(1), 84-105. <https://doi.org/10.1108/apjml-01-2017-0016>
- Nyamekye, M. B., Adam, D. R., Boateng, H., & Kosiba, J. P. (2021). Place attachment and brand loyalty: the moderating role of customer experience in the restaurant setting. *International Hospitality Review*, 37(1), 48-70. <https://doi.org/10.1108/ihr-02-2021-0013>

- Parris, D. L., & Guzmán, F. (2022). Evolving brand boundaries and expectations: looking back on brand equity, brand loyalty, and brand image research to move forward. *Journal of Product & Brand Management*, 32(2), 191-234. <https://doi.org/10.1108/jpbm-06-2021-3528>
- Patel, N. K. (2023). Antecedents of consumers' brand switching behavior in mobile service provider. *South Asian Journal of Marketing*, 5(1), 15-31. <https://doi.org/10.1108/sajm-11-2022-0075>
- Rabbane, F. K., Roy, R., & Spence, M. T. (2020). Factors affecting consumer engagement on online social networks: self-congruity, brand attachment, and self-extension tendency. *European Journal of Marketing*, 54(6), 1407-1431. <https://doi.org/10.1108/ejm-03-2018-0221>
- Rathnayake, D. T. (2021). Gen Y consumers' brand loyalty: a brand romance perspective. *Marketing Intelligence & Planning*, 39(6), 761-776. <https://doi.org/10.1108/mip-09-2020-0421>
- Rosli, N., Che Ha, N., & Ghazali, E. M. (2019). Bridging the gap between branding and sustainability by fostering brand credibility and brand attachment in travellers' hotel choice. *The Bottom Line*, 32(4), 308-339. <https://doi.org/10.1108/bl-03-2019-0078>
- Roy Bhattacharjee, D., Kuanr, A., Malhotra, N., Pradhan, D., & Moharana, T. R. (2023). How does self-congruity foster customer engagement with global brands? Examining the roles of psychological ownership and global connectedness. *International Marketing Review*, 40(6), 1480-1508. <https://doi.org/10.1108/imr-09-2022-0206>
- Safeer, A. A., & Liu, H. (2022). Role of corporate social responsibility authenticity in developing perceived brand loyalty: a consumer perceptions paradigm. *Journal of Product & Brand Management*, 32(2), 330-342. <https://doi.org/10.1108/jpbm-01-2022-3807>
- Safeer, A. A., Yuanqiong, H., Abrar, M., Shabbir, R., & Rasheed, H. M. W. (2021). Role of brand experience in predicting consumer loyalty. *Marketing Intelligence & Planning*, 39(8), 1042-1057. <https://doi.org/10.1108/mip-11-2020-0471>
- Schumacker, R. E., & Lomax, R. G. (2004). *A beginner's guide to structural equation modeling*. psychology press.
- Shahzad, M. F., Xu, S., An, X., & Javed, I. (2024). Assessing the impact of AI-chatbot service quality on user e-brand loyalty through chatbot user trust, experience and electronic word of mouth. *Journal of Retailing and Consumer Services*, 79. <https://doi.org/10.1016/j.jretconser.2024.103867>

- Shamah, R. A. M., Mason, M. C., Moretti, A., & Raggiotto, F. (2018). Investigating the antecedents of African fast food customers' loyalty: A self-congruity perspective. *Journal of Business Research*, 86, 446-456. <https://doi.org/10.1016/j.jbusres.2017.05.020>
- Sirgy, M. J. (1982a). Self-Concept in Consumer Behavior: A Critical Review. *Journal of Consumer Research*, 9(3), 287-300.
- Sirgy, M. J. (1982b). Self-Concept in Consumer Behaviour: A Critical Review. *Journal of Consumer Research*, 9. <https://doi.org/182.255.0.242>
- Sirgy, M. J., Lee, D.-J., Johar, J. S., & Tidwell, J. (2008). Effect of self-congruity with sponsorship on brand loyalty. *Journal of Business Research*, 61(10), 1091-1097. <https://doi.org/10.1016/j.jbusres.2007.09.022>
- Tran, P. K. T., Nguyen, P. D., Le, A. H. N., & Tran, V. T. (2021). 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>
- Ugalde, C., Vila-Lopez, N., & Kuster-Boluda, I. (2022). Brand attachment toward functional, symbolic and hedonic brands. *Journal of Fashion Marketing and Management: An International Journal*, 27(3), 470-488. <https://doi.org/10.1108/jfmm-09-2021-0228>
- Yi, Y. J., You, S., & Bae, B. J. (2016). The influence of smartphones on academic performance. *Library Hi Tech*, 34(3), 480-499. <https://doi.org/10.1108/lht-04-2016-0038>
- Zhang, M., Hu, M., Guo, L., & Liu, W. (2017). Understanding relationships among customer experience, engagement, and word-of-mouth intention on online brand communities. *Internet Research*, 27(4), 839-857. <https://doi.org/10.1108/IntR-06-2016-0148>