

Daftar Pustaka

- Aaker, D. (1996). *Building strong brands*. New York: The Free Press.
- Ahearne, M., Bhattacharya, C. B., & Gruen, T. (2005). Antecedents and consequences of customer-company identification: Expanding the role of relationship marketing. *Journal of Applied Psychology*, 574–585.
- Ashforth, B. E., & Mael, F. (1989). Social identity theory and the organization. *Academy of Management Review*, 14(1), 20e39. Retrieved from <http://dx.doi.org/10.5465/%0AAMR.1989.4278999>.
- Beerli A, Meneses GD, G. S. (2007). Self-congruity and destination choice.
- Belch GE, L. E. (1977). Discriminant validity of a product-anchored self-concept measure.
- Belk, R. (1988). Possessions and the extended self.
- Bersukaria. (2019). *Database Peserta Walking Tour*.
- Bhattacharya, C. B., & Sen, S. (2003). Consumer-company identification: a framework for understanding consumers' relationships with companies. *Journal of Marketing*, 67(2).
- Bigné, E., & Decrop, A. (2019). Paradoxes of Postmodern Tourists and Innovation in Tourism Marketing, 131–154. <https://doi.org/10.1007/978-3-319-89941-1>
- Bosnjak, M., Sirgy, M. J., Hellriegel, S. & Maurer, O. (2011). Post visit destination loyalty judgments developing and testing a comprehensive congruity model. *Journal of Travel Research*, 50(5), 496.
- Chiang, Y. (2016). Examining the Relationships between Destination Image, Place Attachment, and Destination Loyalty in the Context of Night Markets. *International Journal of Business and Management*, 11(2): 11-21.
- Chon, K. (1992). Self-image/destination-image congruity.
- CNN Indonesia. (2018). Menpar Prediksi Pariwisata Jadi Penghasil Devisa Terbesar.
- Deng, X., & Xu, Y. (2015). Consumers ' Responses to Corporate Social Responsibility Initiatives : The Mediating Role of Consumer – Company Identification. *Journal of Business Ethics*. <https://doi.org/10.1007/s10551-015-2742-x>

- Dolich, I. (1969). Congruence relationships between self-images and product brands.
- Ekinci Y, Dawes PL, M. G. (2008). An extended model of the antecedents and consequences of consumer satisfaction for hospitality services.
- Erkan, I., & Evans, chris. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Original Research Article Computers in Human Behavior*, 61: 47-55.
- Ferdinand, A. T. (2006). *Metode Penelitian Manajemen: Pedoman Penelitian untuk skripsi, Tesis dan Disertai Ilmu Manajemen*. Semarang: Universitas Diponegoro.
- Ferdinand, A. T. (2014). *Metode Penelitian Manajemen*. Semarang: BP Universitas Diponegoro.
- Gardner, B. B., & Levy, S. (1955). The Product and the Brand. *Harvard Business Review*.
- Gartner, W. C., & Ruzzier, M. K. (2011). Tourism destination brand equity dimensions: Renewal versus repeat market. *Journal of Travel Research*, 471–481.
- Ghobadian, A., Speller, S., & Jones, M. (1994). Service quality: Concepts and models. *International Journal of Quality & Reliability Management*, 11(9), 43–66.
- Grubb, H., & Grathwohl, H. (1967). Consumer self-concept, symbolism and market behavior: a theoretical approach.
- Hair, J. F., William C. Black, B., & J. Babin, R. E. A. (2009). *Multivariate Data Analysis*.
- Hamdi, A. S & Bahrudin, E. (2014). *Metode Penelitian Kuantitatif Aplikasi Dalam Bidang Pendidikan*. Yogyakarta.
- Haumann, T., Quaiser, B., Wieseke, J., & Rese, M. (2014). Footprints in the sands of time: A comparative analysis of the effectiveness of customer satisfaction and customer-company identification over time. *Journal of Marketing*, 78(6), 78–102. *Footprints in the Sands of Time: A Comparative Analysis of the Effectiveness of Customer Satisfaction and Customer-Company Identification over Time. Journal of Marketing*, 78(6), 78–102.
- Haumann, T., Quaiser, B., Wieseke, J., & Rese, M. (2014). Footprints in the Sands

- of Time : A Comparative Analysis of the Effectiveness of Customer Satisfaction and Customer – Company Identification over Time, 78(November), 78–102.
- He, H., & Mukherjee, A. (2010). I am , ergo I shop : does store image congruity explain shopping behaviour of Chinese, (April 2015), 37–41. <https://doi.org/10.1362/026725707X212766>
- He, Y., & Song, H. (2009). A Mediation Model of Tourists ' Repurchase, (July 2008). <https://doi.org/10.1177/0047287508321206>
- Heath, A., & Scott, D. (1998). The self-concept and image congruence hypothesis: an empirical investigation in the motor vehicle market.
- Homburg, C., Wieseke, J., & Hoyer, W. D. (2009). Social identity and the service-profit chain. *Journal of Marketing*.
- 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>
- Huang, C., Yen, S.-W., & Liu, C. Y. (2014). THE RELATIONSHIP AMONG BRAND EQUITY, CUSTOMER SATISFACTION, AND BRAND RESONANCE TO REPURCHASE INTENTION OF CULTURAL AND CREATIVE INDUSTRIES IN TAIWAN, 6(3).
- Huang, L., Gao, M., & Hsu, P. (2019). A Study on the Effect of Brand Image on Perceived Value and Repurchase Intention in Ecotourism Industry, 28(107), 283–287.
- Hume, M., Sullivan, G., Hume, M., & Mort, G. S. (2010). The consequence of appraisal emotion , service quality , perceived value and customer satisfaction on repurchase intent in the performing arts. <https://doi.org/10.1108/08876041011031136>
- Ibrahim H, N. F. (2008). Assessing the effects of self-congruity, attitudes and customer satisfaction on behavioural intentions in retail environment.
- Jamal A, G. M. (2001). Consumers and brands: a study of the impact of self-image congruence on brand preference and satisfaction.
- Karayilan, E., & Cetin, G. (2017). The Handbook of Managing and Marketing Tourism Experiences Article information :
- Kastenholz, E. (2004). Assessment and role of destination-self-congruity.

- Kumar S, Kumar P, Narayana, S. (2016). Impact of brand equity on customers purchase decision making while choosing branded over unbranded apparel in Andhra Pradesh.
- Kwak DH, K. J.-H. (2009). Symbolic purchase in sport: the roles of self-image congruence and perceived quality.
- Landon, E. (1974). Self-concept, ideal self-concept and consumer purchase intentions.
- Laroche, M., Reza Habibi, M., Richard, M.-O., & Sankaranarayanan, R. (2012). The effects of social media based brand communities on brand community markers, value creation practices, brand trust and brand loyalty. *Computers in Human Behavior*, 28(5), 1755e1767.
- Lee, D., & Hyman, M. (2008). Hedonic/functional congruity between stores and private label brands.
- Lee, S., Sia, W., Tan, W., & Lin, C. (2018). HOW THE TOURISM SERVICE QUALITY INFLUENCE THE TOURIST LOYALTY: TOUR GUIDE PROFESSIONAL COMPETENCE AS INTERMEDIARY VARIABLES, 1067(July), 10537910.
- Leigh, J., & Gabel, T. (1992). Symbolic interactionism: its effects on consumer behaviour and implications for marketing strategy.
- Levy, S. (1959). Symbols for sale.
- Lillqvist, E., & Louhiala-Salminen, L. (2014). Facing Facebook: Impression management strategies in company-consumer interactions. *Journal of Business and Technical Communication*, 28(1), 3e30.
- Lin, C., Lee, S., Tan, W., & Sia, W. (2019). Exploring the Importance of Tour Guides as the Role of Travel Service Couriers: An Empirical Study on Chinese Tourists Visiting Taiwan, 6(1), 265–281.
- Lin, M. T. (2019). Effects of Experiential Marketing on Experience Value and Customer Satisfaction in Ecotourism, 28(107), 3151–3156.
- Litvin, S., & Kar, G. (2003). Individualism/collectivism as a moderating factor to the self-image congruity concept.
- Litvin SW, Goh HK, G. R. (2001). Travel innovativeness and self-image congruity. *Travel Tourism Mark.*
- Liu, Y., Pu, B., Guan, Z., & Yang, Q. (2015). Online Customer Experience and Its

Relationship to Repurchase Intention : An Empirical Case of Online Travel Agencies in China Online Customer Experience and Its Relationship to Repurchase Intention : An Empirical Case of Online Travel Agencies in China, 1665(October). <https://doi.org/10.1080/10941665.2015.1094495>

Malhotra, N. (1988). Self-concept and product choice: an integrated perspective.

Malhotra, N. K. (2005). *Riset Pemasaran* (4th ed.). Jakarta: PT Indeks.

Mamoun, N., Akroush, L. E., Jraisat, D. J., Kurdieh, R. N., AL-Faouri, L. T., & Qatu. (2016). Tourism Service Quality and Destination Loyalty-The Mediating Role of Destination Image from International Tourists' Perspectives.

Nijhof, A., Bakker, M., & Kievit, H. (2019). The role in encroachment of the sustainability aspects of value propositions. *European Journal of Marketing*, 53(10), 2126–2145. <https://doi.org/10.1108/EJM-11-2017-0879>

Onkvisit, S., & Shaw, J. (1987). *Self-concept and image congruence: some research and managerial implications*. (4, Ed.).

Plewa, C., & Palmer, K. (2014). Self-congruence theory: towards a greater understanding of the global and malleable selves in a sports specific consumption context.

Putera, A. D. (2017). Pola Konsumsi Bergeser ke Belanja Pengalaman, Ini yang Dilakukan Pengusaha. *Kompas*. Retrieved from <https://ekonomi.kompas.com/read/2017/11/30/134500226/polakonsumsi-bergeser-ke-belanja-pengalaman-ini-yang-dilakukan-pengusaha>

Shang, S. S. C., Wu, Y., & Sie, Y. (2017). Computers in Human Behavior Generating consumer resonance for purchase intention on social network sites. *Computers in Human Behavior*, 69, 18–28. <https://doi.org/10.1016/j.chb.2016.12.014>

Sharma, A., & Jasrotia, V. (2016). MANAGING CUSTOMER ' S BRAND EXPERIENCE FOR CREATING BRAND RESONANCE IN SMARTPHONES.

Shieh, H., & Lai, W. (2017). The relationships among brand experience , brand resonance and brand loyalty in experiential marketing : Evidence from smart phone in Taiwan, 28(2). <https://doi.org/10.22367/jem.2017.28.04>

Sirgy, M. (1982). Self-concept in consumer behavior: a critical review. (pp. 287–300).

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), 10.
- Sirgy MJ, S. C. (2000). Destination image, self-congruity and travel behavior: toward an integrative model.
- Solomon, M. (1983). The role of products as social stimuli: a symbolic interactionism perspective.
- Sotiriadis, M. (2017). EXPERIENTIAL DIMENSIONS AND THEIR INFLUENCE ON BEHAVIORAL INTENTIONS WITHIN THE CONTEXT OF NATURE-BASED TOURISM, 23(1), 35–50.
- Su, L., Hsu, M. K., & Swanson, S. (2017). *The Effect of Tourist Relationship Perception on Destination Loyalty at a World Heritage Site in China : The Mediating Role of Overall Destination Satisfaction and Trust* (Vol. 41). <https://doi.org/10.1177/1096348014525630>
- Su, L., Swanson, S. R., & Chen, X. (2016). The effects of perceived service quality on repurchase intentions and subjective well-being of Chinese tourists : The mediating role of relationship quality. *Tourism Management*, 52, 82–95. <https://doi.org/10.1016/j.tourman.2015.06.012>
- Su, L., Swanson, S. R., Chinchanchokchai, S., Hsu, M. K., & Chen, X. (2016). Reputation and intentions : The role of satisfaction , identification , and commitment.
- Todd, S. (2001). Self-concept: a tourism application.
- Tosun, C., Bora, B., & Fyall, A. (2015). Journal of Destination Marketing & Management Destination service quality , affective image and revisit intention : The moderating role of past experience, 4, 222–234. <https://doi.org/10.1016/j.jdmm.2015.08.002>
- Utomo, N. W. (2012). ANALISIS PENGARUH BRAND COMMUNITY TERHADAP WORD OF MOUTH PADA BLACK MOTOR COMMUNITY.
- Wayan, F. A., & Komang, P. S. (2016). EXPERIENTIAL MARKETING TERHADAP REPURCHASE INTENTION, 10(1), 16–30.
- Yang, A. J., Chen, Y. J., Huang, Y., Yang, A. J., Chen, Y. J., & Huang, Y. (2017). Enhancing customer loyalty in tourism services : the role of customer-company identification and customer participation, 1665(May). <https://doi.org/10.1080/10941665.2017.1319398>