

DAFTAR PUSTAKA

- Aaker, J. L. (1997). Dimensions of brand personality. *Journal of Marketing Research*, 34(3), 347–356. doi:10.1177/002224379703400304
- Azwar, S. (2012). *Penyusunan Skala PSikologis Edisi 2*. Pustaka Pelajar: Yogyakarta.
- Bairrada, C. M., Coelho, A., & Lizanets, V. (2018) The impact of brand personality on consumer behavior: The role of brand love. *Journal of Fashion Marketing and Management*, 23(1), 30-47.
- Chetioui, Y., Benlafqih, H., & Lebdaoui, H. (2020). How fashion influencers contribute to consumers' purchase intention. *Journal of Fashion Marketing and Management: An International Journal*, 24(3), 361-380.
- Duli, N. (2019). *Metodologi Penelitian Kuantitatif: Beberapa Konsep Dasar Untuk Penulisan Skripsi & Analisis Data dengan SPSS*. Deepublish: Yogyakarta
- 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, 171–185
- Goh, S. K., Jiang, N., & Tee, P. L. (2016). The impact of brand trust, self-image congruence & usage satisfaction toward smartphone repurchase intention. *International Review of Management and Marketing*, 6(3), 436-441.
- Gustiko, A. B., & Widiyanto, I. (2015). Studi tentang loyalitas merek. *Diponegoro Journal of Management*, 4(2), 1-13.
- Hafiz-ar, N., & Kurniawan, M. (2021). Analisis fast moving consumer goods untuk memprakirakan penjualan barang menggunakan metode triple exponential smooting. *Jurnal of Information Technology*, 6(2), 115-120
- Hosany, S., & Martin, D. (2012). Self-image congruence in consumer behavior. *Journal of Business Research*, 65(5), 685-691.
- Huang L-C, Gao M, Hsu P-F. (2019). A Study on the Effect of Brand Image on Perceived Value and Repurchase Intention in Ecotourism Industry. *Ekoloji*, 28(107), 283-287.

- Kim, J., & Joung, H.-M. (2016). Psychological underpinnings of luxury brand goods repurchase intentions: Brand–self congruity, emotional attachment, and perceived level of investment made. *Journal of Global Scholars of Marketing Science*, 26(3), 284–299. doi:10.1080/21639159.2016.1174542
- Khalid, N. R., Wel, C. A. C., Mokhtaruddin, S. A., & Alam, S. S. (2018). The influence of self-congruity on purchase intention for cosmetic merchandises. *International Journal of Academic Research in Business and Social Sciences*, 8(4), 933–945.
- Kusdyah, I. (2012). Persepsi harga, persepsi merek, persepsi nilai dan keinginan pembelian ulang jasa clinic kesehatan. *Jurnal Manajemen Pemasaran*, 7(1).
- Kusumawardani, N., & Puspita, A. P. I. (2021). Pengaruh boyband korea sebagai duta merek, kepribadian merek, dan gelombang budaya korea terhadap minat beli produk sheet mask: Studi kasus pada merek mediheal. *Journal of Management and Business Review*, 18(2), 266-280.
- Lin, Y. C., & Huang, P. W. (2012). Effect of the big five brand personality dimension on repurchase intention: Using brand coffee chains as examples. *Journal of Foodservice Business Research*, 15(1), 1-18.
- Munichor, N., & Steinhart, Y. (2016). Saying no to the glow: When consumers avoid arrogant brands. *Journal of Consumer Psychology*, 26(2), 179–192. <https://doi.org/10.1016/j.jcps.2015.05.004>
- Naseri, R. N. N., Esa, M. M., Abas, N., Ahmad, N. Z. A., Azis, R. A., & Nordin, M. N. (2021). An overview of online purchase intentions of halal cosmetic product : a perspective from malaysia. *Turkish Journal of Computer and Mathematics Education*, 2(10), 7674-7681.
- Nurrahmah, A., Rismaningsih, F., Hernaeny, U., Pratiwi, L., Wahyudin, Rukyati, A., Yati, F., Lusiani, Riaddin, D., & Setiawan, J. (2021). *Pengantar Statistika 1*. Media Sains Indonesia: Bandung.
- Restia, N., & Zuhra, S. E. (2018). Pengaruh self congruity merek terhadap loyalitas merek dengan asosiasi merek dan persepsi kualitas sebagai variabel mediasi pada pelanggan toko sepatu bata di banda aceh. *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen*, 3(2), 47-61.
- Premayani, N. W. W., Giantari, I. G. A. K., & Yasa, N. N. K. (2018). The effect of self image congruity and functional congruity to attitudes and repurchase intention. *Journal of Business and Management*, 20(2).
- Priyastama, R. (2017). *Buku Sakti Kuasai Pengolahan Data & Analisis Data SPSS*. STAR UP: Yogyakarta.

- Purba, D. A. K. (2015). Peran brand community dalam pembentukan minat beli ulang. *Jurnal Aplikasi Manajemen*, 13(1), 17-24
- Rizan, M., Handayani, K. L., Kresnamurti, A. (2015). Pengaruh citra merek dan kualitas produk terhadap keputusan pembelian (studi banding konsumen mie instan). *Jurnal Riset Manajemen Sains Indonesia*, 6(1), 457-478.
- Roy, P., Khandeparkar, K., & Motiani, M. (2016). A lovable personality: The effect of brand personality on brand love. *Journal of Brand Management*, 23(5), 97–113.
- Sandhu, M. A., Ahmad, Z., & Rizwan, M. (2018). The impact of self-concept and its congruence with different brands on purchase intention: Evidence from pakistani consumer. *Pakistan Journal of Commerce and Social Science*, 12(2), 695-709.
- Sop, S. A., & Kozak, N. (2019). Effects of brand personality, self-congruity and functional congruity on hotel brand loyalty. *Journal of Hospitality Marketing & Management*, 28(8), 926–956. doi:10.1080/19368623.2019.1577202
- Suk, M., Kim, M., & Kim, W. (2020). The moderating role of subjective norms and self-congruence in customer purchase intention in the lcc market: Do not tell me I am cheap. *Research in Transportation Business & Management*, 41.
- Sugiyono. (2022). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta: Bandung.
- Toldos-Romero, M. de la P., & Orozco-Gómez, M. M. (2015). Brand personality and purchase intention. *European Business Review*, 27(5), 462–476. doi:10.1108/eb-03-2013-0046
- Wahyuningsih, Nasution, H., Roostika, R. (2022). The drivers of repurchase intention during the corona pandemic: An examination of gender difference. *ASEAN Marketing Journal*, 14(1). DOI: 10.21002/amj.v14i1.1149
- Wallace, E., Buil, I., & Catalán, S. (2020). Facebook and luxury fashion brands: Self-congruent posts and purchase intentions. *Journal of Fashion Marketing and Management: An International Journal*, 24(4), 571–588. doi:10.1108/jfmm-09-2019-0215