

Daftar Pustaka

- Agustin, A. N. (2020). *Pengaruh Faktor Usia, Tingkat Pendapatan dan Sikap Terhadap Keputusan Pembelian Asuransi Jiwa dengan Niat Sebagai Variabel Mediasi*. <http://eprints.perbanas.ac.id/7352/>
- Azwar. (2017). *Metode Penelitian Psikologi*. Yogyakarta: Pustaka Pelajar.
- Glejser, H. (1969). A New Test for Heteroskedasticity. *Journal of the American Statistical Association*, 64(325), 316–323. <https://doi.org/10.1080/01621459.1969.10500976>
- Hartini, S. (2012). Self-Image Congruity: Role in the Formation of Consumer Attitudes. *Entrepreneur*, 3(1), 241924. <http://journal.unipdu.ac.id/index.php/Entrepreneur/article/download/357/322>
- Hashim, N. M. H. N., Khalid, N. R., Mokhtaruddin, S. A., Mamun, A. A., & Razzaque, M. A. (2023). Innovative attributes, brand reputation and behavioral consequences in the clothing industry: the roles of self-congruity and value consciousness. *Journal of Fashion Marketing and Management*, 28(2), 379–401. <https://doi.org/10.1108/jfmm-10-2022-0209>
- Japutra, A., Ekinci, 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>
- Kaplan, M. D. (2007). *Product Appearance and Brand Knowledge: An Analysis of Critical Relationships*. Turkey : Izmir University of Economics.
- Khalil, Z., Ahmad, S., & Muhammad, H. (2020). A Comparative Study among Brand-Conscious and Non-Brand Conscious Consumers: Brand Image as a Function of Self-Concept, Vanity and Self-Esteem. *The Journal of Humanities & Social Sciences*, 28(1), 21–30. <http://ojs.uop.edu.pk/jhss/article/view/383>
- Kotler, P. & Keller, K.L. (2009). *Manajemen Pemasaran Jilid 1&2*. Edisi Ketiga Belas. Dialihbahasakan oleh Bob Sabran. Jakarta: Erlangga.
- Li, N., Robson, A., & Coates, N. (2014). Luxury Brand Commitment: a Study of Chinese Consumers. *Marketing Intelligence & Planning*. <https://doi.org/10.1108/mip-03-2013-0040>



UNIVERSITAS
GADJAH MADA

Peran Brand Image Sneakers terhadap Self-Image Congruence Konsumen Generasi Z
ALIFA DHYA LOKA, Dr. Sumaryono, M.Si., Psikolog
Universitas Gadjah Mada, 2024 | Diunduh dari <http://etd.repository.ugm.ac.id/>

- Ligaraba, N., Jin, C., Ndungwane, N. F., & Nyagadza, B. (2024). Brand Authenticity Influence on Young Adults' Luxury Sneakers Brand Preference: the Mediating Role of Brand Image. *Future Business Journal*, 10(1). <https://doi.org/10.1186/s43093-024-00312-w>
- Mocanu, R. (2013). Brand Image as a Function of Self-Image and Self-Brand Connection. *Management Dynamics in the Knowledge Economy Journal*, 1(3), 387–408. <https://doaj.org/article/02796b6f1e74429db6392d96b857e036>
- Muslim, M., Mubarak, R. R., & Wijaya, N. H. S. (2020). The Effect of Brand Image, Brand Trust and Reference Group on the Buying Decision of Sneakers. *International Journal of Financial, Accounting, and Management*, 1(2), 105–118. <https://doi.org/10.35912/ijfam.v1i2.170>
- Ningrum, N. K. (2019). Apakah Self Congruence Memediasi Pengaruh Brand Familiarity pada Brand Attachment?. In *Ummagelang Conference Series*, (pp. 660-667).
- Pangemanan, E. G., Worang, F. G., & Arie, F. V. (2020). The Influence of Brand Image and Self-Image Congruence towards Brand Attachment on Fashion Items (Case Study: Students of Iba, Sam Ratulangi University). *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 8(4).
- Philip, P. (2019). Pengaruh Gaya Hidup terhadap Keputusan Pembelian dengan Perilaku Konsumtif sebagai Variabel Intervening pada Pembelian Sneakers Branded oleh Generasi Z di Surabaya. *Ágora*, 7(2), 287113.
- Richter, F. (2023, April 14). Ahead of the Game: Nike Rules the Sneaker World. *Statista Daily Data*. <https://www.statista.com/chart/13470/athletic-footwear-sales/>
- 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.
- Rubini, A. (2010). *Role of Brand in Consumer Behavior: Case How Sneakers Have Turned into Status Symbols*. <http://publications.theseus.fi/handle/10024/16097>
- Salavera, C., Bordás, C. S., & Teruel, P. (2019). The Relationship of Internalizing Problems with Emotional Intelligence and Social Skills in Secondary Education Students: Gender Differences. *Psicologia-reflexao E Critica*, 32(1). <https://doi.org/10.1186/s41155-018-0115-y>
- Sheena. (2023, August 8). *Sneaker Industry Statistics*. RunRepeat - Athletic Shoe Reviews. <https://runrepeat.com/sneaker-industry-stats>



- Sirgy, M. J. (1982). Self-Concept in Consumer Behavior: A Critical Review. *Journal of Consumer Research*, 9(3), 287. <https://doi.org/10.1086/208924>
- Sirgy, M. J., Grewal, D., Mangleburg, T. F., Park, J., Chon, K., Claiborne, C. B., Johar, J. S., & Berkman, H. (1997). Assessing the Predictive Validity of Two Methods of Measuring Self-Image Congruence. *Journal of the Academy of Marketing Science*, 25(3), 229–241. <https://doi.org/10.1177/0092070397253004>
- 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>
- Sparks, B., Bradley, G. L., & Jennings, G. R. (2011). Consumer Value and Self-Image Congruency at Different Stages of Timeshare Ownership. *Tourism Management*, 32(5), 1176–1185. <https://doi.org/10.1016/j.tourman.2010.10.009>
- 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
- Zhang, Y. (2015). The Impact of Brand Image on Consumer Behavior: A Literature Review. *Open Journal of Business and Management*, 03(01), 58–62. <https://doi.org/10.4236/ojbm.2015.31006>
- Zhu, X., Teng, L., Foti, L., & Yuan, Y. (2019). Using Self-Congruence Theory to Explain the Interaction Effects of Brand Type and Celebrity Type on Consumer Attitude Formation. *Journal of Business Research*, 103, 301–309. <https://doi.org/10.1016/j.jbusres.2019.01.055>