

DAFTAR PUSTAKA

- Ali, H. (2019). Building Repurchase Intention and Purchase Decision: Brand Awareness and Brand Loyalty Analysis (Case Study Private Label Product in Alfamidi Tangerang). *Saudi Journal of Humanities and Social Sciences*, 04(09), 623–634. <https://doi.org/10.36348/sjhss.2019.v04i09.009>
- Alif Fianto, A. Y., Hadiwidjojo, D., Aisjah, S., & Solimun, S. (2014). The Influence of Brand Image on Purchase Behaviour Through Brand Trust. *Business Management and Strategy*, 5(2), 58. <https://doi.org/10.5296/bms.v5i2.6003>
- Alrwashdeh, M., Emeagwali, O. L., & Aljuhmani, H. Y. (2019). The effect of electronic word of mouth communication on purchase intention and brand image: An applicant smartphone brands in north Cyprus. *Management Science Letters*, 9(4), 505–518. <https://doi.org/10.5267/j.msl.2019.1.011>
- Alvarado-Karste, D., & Guzmán, F. (2020). The effect of brand identity-cognitive style fit and social influence on consumer-based brand equity. *Journal of Product and Brand Management*, 29(7), 971–984. <https://doi.org/10.1108/JPBM-06-2019-2419>
- Amoako, G. K., Kutu-Adu, S. G., Caesar, L. D., & Neequaye, E. (2019). Relationship Marketing and Repurchase Intention in Ghana's Hospitality Industry: An Empirical Examination of Trust and Commitment. *Journal of Relationship Marketing*, 18(2), 77–107. <https://doi.org/10.1080/15332667.2018.1534059>
- Arif, M. E. (2019). Brand Image, and Price on Re-Purchase Intention of Airline Customers. *Journal of Applied Management*, 17(2), 345–356. <http://dx.doi.org/10.21776/ub.jam.2019.017.02.18>
<http://dx.doi.org/10.21776/ub.jam.2019.017.02.18>
- Aslam, W., Ham, M., & Farhat, K. (2018). Influencing factors of brand perception on consumers' repurchase intention: An examination of online apparel shopping. *Management (Croatia)*, 23(2), 87–101. <https://doi.org/10.30924/mjcemi/2018.23.2.87>
- Badan Pusat Statistik. (2021a). *Hasil Sensus Penduduk 2020* (Issue 7/01/Th.XXIV). Badan Pusat Statistik. <https://papua.bps.go.id/pressrelease/2018/05/07/336/indeks-pembangunan-manusia-provinsi-papua-tahun-2017.html>
- Badan Pusat Statistik. (2021b). Hasil Sensus Penduduk 2020 di Provinsi Jawa Tengah. In *Badan Pusat Statistik* (Issue 07). <https://jateng.bps.go.id/pressrelease/2021/01/21/1297/hasil-sensus-penduduk-2020-provinsi-jawa-tengah.html>
- Bhakuni, P., Rajput, S., Sharma, B. K., & Bhakar, S. S. (2021). Relationship Between Brand Image and Store Image As Drivers of Repurchase Intention in

- Apparel Stores. *Gurukul Business Review*, 17(1).
<https://doi.org/10.48205/gbr.v17.6>
- Bupalan, K., Rahim, S. A., Ahmi, A., & Rahman, N. A. A. (2019). Consumers' repurchase intention towards counterfeit products. *International Journal of Supply Chain Management*, 8(3), 973–981.
- Burnasheva, R., & Suh, Y. G. (2020). The influence of social media usage, self-image congruity and self-esteem on conspicuous online consumption among millennials. *Asia Pacific Journal of Marketing and Logistics*, 33(5), 1255–1269. <https://doi.org/10.1108/APJML-03-2020-0180>
- Cass, A. O., Coast, G., Muller, T., & Coast, G. (2015). A study of Australian materialistic values, product involvement and the self-Image/ product-Image congruency relationships for fashion clothing. *Global Perspectives in Marketing for the 21st Century*, 400–402. https://doi.org/10.1007/978-3-319-17356-6_124
- Chen-yu, J., Cho, S., & Kincade, D. (2016). Brand perception and brand repurchase intent in online apparel shopping : An examination of brand experience , image congruence , brand affect , and brand trust. *Journal of Global Fashion Marketing*, 7(1), 30–44. <https://doi.org/10.1080/20932685.2015.1110042>
- Compas.co.id. (2021). *Top 5 Brand Perawatan Wajah di E-commerce Indonesia dengan Penjualan di atas Rp 10 Miliar*. <https://compas.co.id/article/top-5-brand-perawatan-wajah/>
- Dai, B., & Pelton, L. E. (2018). Exploring consumers' skincare retail patronage. *Journal of Retailing and Consumer Services*, 43(April), 269–277. <https://doi.org/10.1016/j.jretconser.2018.04.002>
- De Vries, N. J., & Carlson, J. (2014). Examining the drivers and brand performance implications of customer engagement with brands in the social media environment. *Journal of Brand Management*, 21(6), 495–515. <https://doi.org/10.1057/bm.2014.18>
- Elsya, P., & Indriyani, R. (2020). The Impact of Product Knowledge and Product Involvement to Repurchase Intention for Tupperware Products among Housewives in Surabaya, Indonesia. *EDP Sciences*, 76, 01–08. <https://doi.org/10.1051/shsconf/20207601037>
- Ercis, Aysel & Deveci, F. G. (2016). IDENTIFYING THE INFLUENCE OF ADDICTIVE CONSUMPTION ON THE. *Journal of Global Strategic Management /*, 10(2), 151–165. <https://doi.org/10.20460/JGSM.20161024363>
- Farzin, M., & Fattahi, M. (2018). eWOM through social networking sites and impact on purchase intention and brand image in Iran. *Journal of Advances in Management Research*, 15(2), 161–183. <https://doi.org/10.1108/JAMR-05-2017-0062>
- Foster, B. (2016). Impact of Brand Image on Purchasing Decision on Mineral Water

- Product “Amidis” (Case Study on Bintang Trading Company). *American Journal of Humanities and Social Sciences Research*, 2, 1–11. www.arjonline.org
- Foster, B. (2019). Self Image Congruity and Customer Perceived Sq on Impact Satisfaction on Repurchase Intention. *Journal Sampurasun : Interdisciplinary Studies for Cultural Heritage*, 05(01), 39–52. <https://doi.org/10.23969/sampurasun.v5i02.1527>
- Friedmann, E., & Lowengart, O. (2019). Gender segmentation to increase brand preference? The role of product involvement. *Journal of Product and Brand Management*, 28(3), 408–420. <https://doi.org/10.1108/JPBM-06-2018-1917>
- Goh, S. K., Jiang, N., & Tee, P. L. (2016). The impact of brand trust, self-image congruence and usage satisfaction toward smartphone repurchase intention. *International Review of Management and Marketing*, 6(3), 436–441.
- Hafizh Novansa, H. A. (2017). Purchase Decision Model: Analysis of Brand Image, Brand Awareness and Price (Case Study SMECO Indonesia SME products). *Saudi Journal of Humanities and Social Sciences*, 2(8), 621–632. <https://doi.org/10.21276/sjhss>
- Han, H., Nguyen, H. N., Song, H. J., Lee, S., & Chua, B. L. (2019). Impact of functional/cognitive and emotional advertisements on image and repurchase intention. *Journal of Hospitality Marketing and Management*, 28(4), 446–471. <https://doi.org/10.1080/19368623.2019.1531803>
- Han, H., Yu, J., Koo, B., & Kim, W. (2019). Triggers of Patrons’ Repeat Purchase for Hotel Restaurant Products. *Journal of Quality Assurance in Hospitality and Tourism*, 20(5), 507–527. <https://doi.org/10.1080/1528008X.2018.1563018>
- Han, J., Jun, M., Kim, M., & Key, S. (2018). Influence of congruency between ideal self and brand image on Sustainable Happiness. *Sustainability (Switzerland)*, 10(11), 1–12. <https://doi.org/10.3390/su10114076>
- Han, M. C., & Kim, Y. (2017). Why Consumers Hesitate to Shop Online: Perceived Risk and Product Involvement on Taobao.com. *Journal of Promotion Management*, 23(1), 24–44. <https://doi.org/10.1080/10496491.2016.1251530>
- Handriana, T; Kurniawati,M; Usman, I; Yulianti, P; Setiawan, R. (2021). Female ’ s Purchase Behavior On Skin Whitening Products. *Review of International Geographical Education Online*, 11(4), 567–578. <https://doi.org/10.48047/rigeo.11.04.52>
- Hanim, A., & Utari, W. (2020). Behaviour on Repurchase Intention in a Moslem Ethnic Store in Indonesia. *International Journal of Innovation, Creativity and Change*. *Www.Ijicc.Net*, 13(12), 2020. www.ijicc.net
- Ilham, M. R., & Adam, M. (2019). Product Uniqueness , Involvement , Knowledge , and Repurchase Intention of the Branded Muslimah Fashion : Mediating Effect of Expected Price. *East African Sholars Journal of Economics, Business*

and Management, 2(8), 388–394.

- Jacob, I., Khanna, M., & Rai, K. A. (2020). Attribution analysis of luxury brands: An investigation into consumer-brand congruence through conspicuous consumption. *Journal of Business Research*, 116(July), 597–607. <https://doi.org/10.1016/j.jbusres.2019.07.007>
- Jeong, E. H., & Jang, S. C. (2017). Moderating effects of self-image congruity on the relationship between advertisement message strength and revisiting intention. *Journal of Foodservice Business Research*, 20(2), 238–248. <https://doi.org/10.1080/15378020.2016.1206771>
- Jeong, E. H., & Jang, S. C. (Shawn). (2018). The affective psychological process of self-image congruity and its influences on dining experience. *International Journal of Contemporary Hospitality Management*, 30(3), 1563–1583. <https://doi.org/10.1108/IJCHM-02-2016-0047>
- Jurnaiti, Lubis, A. R., & Hafasnudin. (2017). Pengaruh Consumer Involvement, Kredibilitas Sumber Informasi dan Kepuasan Konsumen terhadap Keputusan Pembelian Ulang (Studi Pada Konsumen Obat Pada Apotek di Banda Aceh. *Jurnal Perspektif Manajemen Dan Perbankan*, 08(3), 135–157.
- Kala, D., & Chaubey, D. S. (2018). The effect of eWOM communication on brand image and purchase intention towards lifestyle products in India. *International Journal of Services, Economics and Management*, 9(2), 143–157. <https://doi.org/10.1504/IJSEM.2018.096077>
- Khalid, N. R. B., Wel, C. A. B. C., Alam, S. S., & Mokhtaruddin, S. A. B. (2018). Cosmetic for Modern Consumer: The Impact of Self-Congruity on Purchase Intention. *International Journal of Asian Social Science*, 8(1), 34–41. <https://doi.org/10.18488/journal.1.2018.81.34.41>
- 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), 911–923. <https://doi.org/10.6007/ijarbss/v8-i4/4122>
- 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. <https://doi.org/10.1080/21639159.2016.1174542>
- Kim, M., & Thapa, B. (2018). The influence of self-congruity, perceived value, and satisfaction on destination loyalty: a case study of the Korean DMZ. *Journal of Heritage Tourism*, 13(3), 224–236. <https://doi.org/10.1080/1743873X.2017.1295973>
- Klabi, F. (2019). Self-Image Congruity Affecting Perceived Quality and the Moderation of Brand Experience: The Case of Local and International Brands in the Kingdom of Saudi Arabia. *Journal of Global Marketing*, 33(2), 69–83.

<https://doi.org/10.1080/08911762.2019.1614242>

- Klabi, F. (2020). To what extent do conspicuous consumption and status consumption reinforce the effect of self-image congruence on emotional brand attachment? Evidence from the Kingdom of Saudi Arabia. *Journal of Marketing Analytics*, 8(2), 99–117. <https://doi.org/10.1057/s41270-020-00073-9>
- Koksal, Can Deniz & Demir, M. O. (2012). the Impacts of Self-Brand Congruence on Brand Loyalty: a Study on Cellular Phone Users. *International Journal of Social Sciences and Humanity Studies*, 4(2), 91–100.
- Ledikwe, A., Stiehler-Mulder, B., & Roberts-Lombard, M. (2020). Product involvement, WOM and eWOM in the fast food industry: A young adult perspective in an emerging African economy. *Cogent Business and Management*, 7(1). <https://doi.org/10.1080/23311975.2020.1817288>
- Lee, S. H., & Jung, K. S. (2018). Loyal customer behaviors: Identifying brand fans. *Social Behavior and Personality*, 46(8), 1285–1303. <https://doi.org/10.2224/SBP.6482>
- Leung, L. S. K. (2020). The Impact of Diurnal Preferences on Customer Satisfaction, Word of Mouth and Repurchasing: A Study in Indian College Online Shoppers. *Asia-Pacific Journal of Management Research and Innovation*, 16(1), 21–30. <https://doi.org/10.1177/2319510x19897455>
- Lin, Y., Chen, S., & Hung, C. (2011). The impacts of brand equity, brand attachment, product involvement and repurchase intention on bicycle users. *African Journal of Business Management*, 5(14), 5910–5919. <https://doi.org/10.5897/AJBM10.862>
- Liu, R. L., Sprott, D. E., Spangenberg, E. R., Czellar, S., & Voss, K. E. (2018). Consumer preference for national vs. private brands: The influence of brand engagement and self-concept threat. *Journal of Retailing and Consumer Services*, 41(July 2017), 90–100. <https://doi.org/10.1016/j.jretconser.2017.11.010>
- Lo, C. L., & Tseng, H. T. (2021). the Role of Self-Congruence, Marketing Models, and Product Conspicuousness in College Students' Online Cosmetics Shopping. *Journal of Electronic Commerce Research*, 22(1), 76–94.
- Loureiro, S. M. C., Gorgus, T., & Kaufmann, H. R. (2017). Antecedents and outcomes of online brand engagement: The role of brand love on enhancing electronic-word-of-mouth. *Online Information Review*, 41(7), 985–1005. <https://doi.org/10.1108/OIR-08-2016-0236>
- Mahjoub, H., KordNaeij, A., & Moayad, F. M. (2015). The Effect of Self-Congruency on Customer Behavior and Involvement. *International Journal of Marketing Studies*, 7(3), 139–147. <https://doi.org/10.5539/ijms.v7n3p139>
- Mocanu, R. (2013). Brand Image as a Function of Self-Image and Self-Brand

- Connection. *Management Dynamics in the Knowledge Economy*, 1(3), 387–408.
- Naya Choi, S. Y. K. (2016). Factors Affecting Mother's Satisfaction, Word-of-mouth, and Repurchase Intention for the Complete Collection and Monography Picture Books *최나야*(Naya. *Journal of Korean Home Management Association*, 34(3), 95–111. <https://doi.org/10.7466/JKHMA.2016.34.3.95>
- Niu, L. K. (2021). To share the online spiritual or religious knowledge: integrating the self-congruity and social capital theories. *International Journal of Research in Commerce and Management Studies (IJRCMS)*, 3(06), 1–28. <https://doi.org/http://dx.doi.org/10.38193/IJRCMS.2021.3601> ABSTRACT
- Nugraha, R., & Ramadhanti, A. (2021). Examining the Factors Influencing Repurchase Intention in Using Lion Air. *FIRM Journal of Management Studies*, 6(2), 159. <https://doi.org/10.33021/firm.v6i2.1380>
- Onurlubas, E., & Altunisik, R. (2019). the Mediating Role of Brand Image on the Effect of Electronic Word of Mouth Marketing on Purchasing Intention. *The Journal of Academic Social Sciences*, 88(88), 152–174. <https://doi.org/10.16992/asos.14739>
- 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), 569–576. <https://doi.org/10.35794/emba.v8i4.30902>
- Park, H. (2017). A Study on the Antecedents of Repurchase Intention on Smart Phone for Post-90th Generation in China. *Korean Trade Review*, 2(90), 125–139.
- Park, M., & Yoo, J. (2016). E-mass customization: Effects of self-congruity and functional congruity on consumer responses. *Social Behavior and Personality*, 44(8), 1379–1394. <https://doi.org/10.2224/sbp.2016.44.8.1379>
- Peng, L., Zhang, W., Wang, X., & Liang, S. (2019). Moderating effects of time pressure on the relationship between perceived value and purchase intention in social E-commerce sales promotion: Considering the impact of product involvement. *Information and Management*, 56(2), 317–328. <https://doi.org/10.1016/j.im.2018.11.007>
- Prasetya, W., & Yulius, C. (2018). Pengaruh Kualitas Produk Dan Citra Merek Terhadap Kepuasan Konsumen Dan Minat Beli Ulang: Studi Pada Produk Eatlah. *Jurnal Teknologi*, 11(2), 92–100. <https://ejournal.akprind.ac.id/index.php/jurtek/article/view/1399>
- Rachmawati, E., Suliyanto, S., & Suroso, A. (2022). A moderating role of halal brand awareness to purchase decision making. *Journal of Islamic Marketing*,

13(2), 542–563. <https://doi.org/10.1108/JIMA-05-2020-0145>

- Reshma Farhat & Khan, B. M. (2012). IJMT ISSN : 2249-1058 Title IJMT. *International Journal of Marketing and Technology*, 2(5), 231–251.
- Rokonuzzaman, M., Harun, A., Al-Emran, M., & Prybutok, V. R. (2020). An investigation into the link between consumer's product involvement and store loyalty: The roles of shopping value goals and information search as the mediating factors. *Journal of Retailing and Consumer Services*, 52(August 2019), 101933. <https://doi.org/10.1016/j.jretconser.2019.101933>
- Rommy, A. S. N., Moh, N. B. H. H., & Nur, A. R. Y. N. (2018). Effect of Brand Image and Price Perception on Purchase Decision. *Journal of Business and Management*, 20(8), 76–81. <https://doi.org/10.9790/487X-2008027681>
- Rusmadi, S. Z., Ismail, S. N. S., & Praveena, S. M. (2015). Preliminary Study on the Skin Lightening Practice and Health Symptoms among Female Students in Malaysia. *Journal of Environmental and Public Health*, 1–6. <https://doi.org/10.1155/2015/591790>
- Safitri, L., & Riptiono, S. (2020). Pengaruh Self Image Congruence, Luxury Value Dan Product Attribute Terhadap Repurchase Intention Melalui Satisfaction Sebagai Variabel Intervening. *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis Dan Akuntansi (JIMMBA)*, 2(4), 681–688. <https://doi.org/10.32639/jimmba.v2i4.591>
- Saleem, M. A., Zahra, S., & Yaseen, A. (2017). Impact of service quality and trust on repurchase intentions – the case of Pakistan airline industry. *Asia Pacific Journal of Marketing and Logistics*, 29(5), 1136–1159. <https://doi.org/10.1108/APJML-10-2016-0192>
- Sandhu, Moeed Ahmad; Usman, Muhammad; Ahmad, Zubair; Rizwan, M. (2018). The Impact of self-concept and its congruence with different brand on purchase intention: Evidence from Pakistani consumers. *Pakistan Journal of Commerce and Social Science*, 12(2), 695–709. <http://hdl.handle.net/10419/188364%0AStandard-Nutzungsbedingungen>
- Sari, N. N., Fauzi, A., & Rini, E. S. (2021). The Effect of Electronic Word of Mouth (E-Wom) and Brand Image on Repurchase Intention Moderated by Brand Trust in the Garuda Indonesia Airline. *International Journal of Research and Review*, 8(9), 81–91. <https://doi.org/10.52403/ijrr.20210912>
- Scarlettwhitening.com. (2021). *Scarlett Whitening Reveal Your Beauty*. <https://scarlettwhitening.com/terms-and-conditions/>
- Sheeraz, M., Qadeer, F., Masood, M., & Hameed, I. (2018). Self-congruence facets and emotional brand attachment: The role of product involvement and product type. *Pakistan Journal of Commerce and Social Science*, 12(2), 598–616.
- Shujaat, S., & Tahir, I. (2018a). Brand- Self congruence and Brand Preference: A Study on Mobile Phone Users. *The Business and Management Review*, 10(1),

67–75.

- Shujaat, S., & Tahir, I. (2018b). Brand- Self congruence and Brand Preference: A Study on Mobile Phone Users. *The Business and Management Review*, 10(1), 67–75. https://www.researchgate.net/publication/336021544_Brand-Self-Congruence_and_Brand_Preference_A_Study_on_Mobile_Phone_Users
- Sirgy, M. J. (2018). Self-congruity theory in consumer behavior: A little history. *Journal of Global Scholars of Marketing Science*, 28(2), 197–207. <https://doi.org/10.1080/21639159.2018.1436981>
- Sohail, M. S., & Awal, F. (2017). Examining the impact of self-image congruence on brand preference and satisfaction: the moderating effect of expertise. *Middle East J. of Management*, 4(2), 133. <https://doi.org/10.1504/mejm.2017.10005974>
- Sung, E. (Christine), & Huddleston, P. (2018). Department vs discount retail store patronage: effects of self-image congruence. *Journal of Consumer Marketing*, 35(1), 64–78. <https://doi.org/10.1108/JCM-01-2016-1686>
- SWA.co.id. (2021). *Produk Lokal Pimpin Penjualan Serum Wajah*. <https://swa.co.id/swa/trends/produk-lokal-pimpin-penjualan-serum-wajah>
- Thi, Q., & Le Van, P. (2016). Consumers' perception towards Corporate social responsibility and repurchase intention: A study of consumer industry in Vietnam. *Industrial Engineering and Management Systems*, 15(2), 173–180. <https://doi.org/10.7232/iems.2016.15.2.173>
- Troilo, Gabriele, Cito, Maria Cristina, Socia, I. (2014). Understanding the Acceptance of Mobile SMS Advertising among Young Chinese Consumers. *Psychology & Marketing*, 31(8), 635–646. <https://doi.org/10.1002/mar.20724>
- Vigolo, V., & Ugolini, M. M. (2016a). Does this fit my style? The role of self-congruity in young women's repurchase intention for intimate appare. *Journal of Fashion Marketing and Management: An International Journal*, 20(4), 417–434. <https://doi.org/https://doi.org/10.1108/JFMM-02-2015-0016>
- Vigolo, V., & Ugolini, M. M. (2016b). Does this fit my style? The role of self-congruity in young women's repurchase intention for intimate apparel. *Journal of Fashion Marketing and Management: An International Journal*, 20(4), 417–434.
- Widjaja, E., & Wachidin, A. (2019). Pengaruh Self-Congruity Terhadap Brand Loyalty pada Pengguna Telepon Genggam Nokia. *Ultima Management: Jurnal Ilmu Manajemen*, 1–21. <http://ejournals.umn.ac.id/index.php/manajemen/article/view/163>
- Wu, S., Ren, M., Pitafi, A. H., & Islam, T. (2020). Self-Image Congruence, Functional Congruence, and Mobile App Intention to Use. *Hindawi Mobile Information Systems*, 1–17. <https://doi.org/10.1155/2020/5125238>

- Youn, S.-Y., & Lee, K.-H. (2015). Self-image and Fashion Leadership: Focusing on Clothing Involvement and Consumer Confidence. *Fashion & Textile Research Journal*, 17(3), 382–391. <https://doi.org/10.5805/sfti.2015.17.3.382>
- Yunus, N. H., Md Ariff, M. S., Mohd Som, N., Zakuan, N., & Sulaiman, Z. (2016). The mediating effect of brand image between electronic word of mouth and purchase intention in social media. *American Scientific Publishers*, 22(10), 3176–3180. <https://doi.org/10.1166/asl.2016.7999>
- Yusof, J. M., & Ariffin, S. (2016). The Influence of Self-Congruity, Functional Image, and Emotional Attachment on Loyalty. *Procedia Economics and Finance*, 37(16), 350–357. [https://doi.org/10.1016/s2212-5671\(16\)30136-8](https://doi.org/10.1016/s2212-5671(16)30136-8)
- ZAP Beauty Clinic & Markplus Inc. (2020). ZAP Beauty Index 2020. *Mark Plus Inc*, 1–36.