

DAFTAR PUSTAKA

- Altaf, M., Iqbal, N., Mohd. Mokhtar, S. S., & Sial, M. H. (2017). Managing consumer-based brand equity through brand experience in Islamic banking. *Journal of Islamic Marketing*, 8(2), 218-242. doi:10.1108/jima-07-2015-0048
- Atwal, G., & Williams, A. (2017). Luxury Brand Marketing – The Experience Is Everything! In *Advances in Luxury Brand Management* (pp. 43-57).
- Barbu, C. M., Florea, D. L., Dabija, D.-C., & Barbu, M. C. R. (2021). Customer Experience in Fintech. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(5), 1415-1433. doi:10.3390/jtaer16050080
- Brakus, J. J., 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.
- Byrne, B. M. (2000). *Structural equation modeling with AMOS: basic concepts, applications, and programming*. New Jersey: Lawrence Erlbaum Associates, Inc.
- Cachero-Martínez, S., & Vázquez-Casielles, R. (2021). Building consumer loyalty through e-shopping experiences: The mediating role of emotions. *Journal of Retailing and Consumer Services*, 60. doi:10.1016/j.jretconser.2021.102481
- Chinomona, R. (2016). Brand communication, brand image and brand trust as antecedents of brand loyalty in Gauteng Province of South Africa. *African Journal of Economic and Management Studies*, 7(1), 124-139. doi:10.1108/ajems-03-2013-0031
- 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*. doi:10.1108/sbm-11-2020-0115
- Collier, J. E. (2020). *Applied Structural Equation Modeling Using AMOS : Applied Structural Equation Modeling Using AMOS*. New York: Routledge.
- Crespi-Vallbona, M., & Mascarilla-Miro, O. (2020). Wine lovers: their interests in tourist experiences. *International Journal Of Culture, Tourism And Hospitality Research*, 14(2), 239-258. doi:10.1108/IJCTHR-05-2019-0095VOL

- Dick, A. S., & Basu, K. (1994). Customer Loyalty: Toward an Integrated Conceptual Framework *Journal of the Academy of Marketing Science.*, 22(2), 99-113.
- Edwards, J. R., & Cable, D. M. (2009). The value of value congruence. *J Appl Psychol*, 94(3), 654-677. doi:10.1037/a0014891
- Ferdinand, A. T. (2002). *Structural Equation Modeling Dalam Penelitian Manajemen: Aplikasi Model-Model Rumit Dalam Penelitian Untuk Tesis Magister & Disertasi Doktor*. Semarang: Universitas Diponegoro.
- Ferdinand, A. T. (2014). *Metode Penelitian Manajemen: Pedoman Penelitian untuk Skripsi, Tesis dan Disertasi Ilmu Manajemen*. Semarang: Universitas Diponegoro.
- Gomez-Suárez, M., & Veloso, M. (2020). Brand experience and brand attachment as drivers of WOM in hospitality. *Spanish Journal of Marketing*, 24(2), 231-246. doi:10.1108/SJME-12-2019-0106
- Grzeskowiak, S., Sirgy, M. J., Foscht, T., & Swoboda, B. (2016). Linking retailing experiences with life satisfaction. *International Journal of Retail & Distribution Management*, 44(2), 124-138. doi:10.1108/ijrdm-07-2014-0088
- 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. doi:10.1108/ijchm-10-2020-1177
- Haase, J., Wiedmann, K.-P., & Labenz, F. (2018). Effects of consumer sensory perception on brand performance. *Journal of Consumer Marketing*, 35(6), 565-576. doi:10.1108/jcm-10-2017-2404
- Hamzah, Z. L., Syed Alwi, S. F., & Othman, M. N. (2014). Designing corporate brand experience in an online context: A qualitative insight. *Journal of Business Research*, 67(11), 2299-2310. doi:10.1016/j.jbusres.2014.06.018
- Hsu, L.-C. (2019). Investigating the brand evangelism effect of community fans on social networking sites. *Online Information Review*, 43(5), 842-866. doi:10.1108/oir-06-2017-0187
- Huang, C.-E., & Liu, C.-H. (2018). The creative experience and its impact on brand image and travel benefits: The moderating role of culture learning. *Tourism Management Perspectives*, 28, 144-155. doi:10.1016/j.tmp.2018.08.009
- Islam, J. U., & Rahman, Z. (2016). Examining the effects of brand love and brand image on customer engagement: An empirical study of fashion apparel

- brands. *Journal of Global Fashion Marketing*, 7(1), 45-59. doi:10.1080/20932685.2015.1110041
- Jati, K. P. (2021). Indonesia Berpotensi Jadi Pasar Kosmetik Terbesar Kelima Di Dunia. *Ekonomi Bisnis*.
- Jin, N. P., Lee, S., & Lee, H. (2015). The Effect of Experience Quality on Perceived Value, Satisfaction, Image and Behavioral Intention of Water Park Patrons: New versus Repeat Visitors. *International Journal of Tourism Research*, 17(1), 82-95. doi:10.1002/jtr.1968
- Kaul, S., Khokle, P., & Koshy, A. (2006). The Value-Congruity Relationship Model. *Indian Institute of Management Ahmedabad, Research and Publication Department*, 2-25.
- Keller, K. L. (1993). Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, 57(1), 1-22.
- Kim, S.-H., & Lee, S. A. (2020). The role of marketing communication mix on Korean customers' coffee shop brand evaluations. *Journal of Hospitality and Tourism Insights*, 3(3), 291-309. doi:10.1108/jhti-07-2019-0097
- Klára, K. (2019). Brand communities and self-concept congruency in the case of a music festival. *Tourism and Hospitality Research*, 20(2), 157-169. doi:10.1177/1467358419833735
- Kosiba, J. P. B., Boateng, H., Okoe Amartey, A. F., Boakye, R. O., & Hinson, R. (2018). Examining customer engagement and brand loyalty in retail banking. *International Journal of Retail & Distribution Management*, 46(8), 764-779. doi:10.1108/ijrdm-08-2017-0163
- Kropp, F., Lavack, A. M., & Silvera, D. H. (2005). Values and collective self-esteem as predictors of consumer susceptibility to interpersonal influence among university students. *International Marketing Review*, 22(1), 7-33.
- Kumar, J., & Kumar, V. (2020). Drivers of brand community engagement. *Journal of Retailing and Consumer Services*, 54. doi:10.1016/j.jretconser.2019.101949
- Lee, S., & Jeong, M. (2014). Enhancing online brand experiences: An application of congruity theory. *International Journal of Hospitality Management*, 40, 49-58. doi:10.1016/j.ijhm.2014.03.008
- Li, G., Li, J., & Sun, X. (2019). Measuring green brand equity in relationship interactions and its impact on brand loyalty. *Revista de cercetare și intervenție socială*, 66, 278-297.

- Li, M. W., Teng, H. Y., & Chen, C. Y. (2020). Unlocking the customer engagement-brand loyalty relationship in tourism social media: The roles of brand attachment and customer trust. *Journal of Hospitality and Tourism Management*, 44, 184-192. doi:10.1016/j.jhtm.2020.06.015
- Litvin, S. W., & Kar, G. H. (2016). Individualism/collectivism as a moderating factor to the self-image congruity concept. *Journal of Vacation Marketing*, 10(1), 23-32. doi:10.1177/135676670301000103
- Liu, K.-N., & Hu, C. (2021a). The incorporation of Mainland Chinese tourists' experiences into the Taiwan hotel branding process. *Asia Pacific Journal of Marketing and Logistics*, 34(7), 1368-1391. doi:10.1108/apjml-01-2021-0059
- Liu, K.-N., & Hu, C. (2021b). Investigating the Impacts of Hotel Brand Experience on Brand Loyalty: The Mediating Role of Brand Positioning. *International Journal of Hospitality & Tourism Administration*, 23(6), 1102-1124. doi:10.1080/15256480.2021.1905585
- Maisam, S., & Mahsa, R.-d. (2016). Positive Word of Mouth Marketing: Explaining the Roles of Value Congruity and Brand Love. *Journal of Competitiveness*, 8(1), 19-37. doi:10.7441/joc.2016.01.02
- Malhotra, N. K. (1993). *Marketing Research: An Applied Orientation*. New Jersey: Prentice-Hall.
- 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. doi:10.1108/apjml-08-2017-0189
- Nikhashemi, S. R., Jebarajakirthy, C., & Nusair, K. (2019). Uncovering the roles of retail brand experience and brand love in the apparel industry: Non-linear structural equation modelling approach. *Journal of Retailing and Consumer Services*, 48, 122-135. doi:10.1016/j.jretconser.2019.01.014
- Ogba, I. E., & Tan, Z. (2009). Exploring the impact of brand image on customer loyalty and commitment in China. *Journal of Technology Management in China*, 4(2), 132-144. doi:10.1108/17468770910964993
- Oliver, R. L. (1999). Whence Consumer Loyalty? *Journal of Marketing*, 63, 33-44.
- Othman, R., Musa, R., Muda, M., & Mohamed, R. N. (2016). Conceptualization of Immersive Brand Experience (IBX) Measurement Scale of Emotion. *Procedia Economics and Finance*, 37, 208-213. doi:10.1016/s2212-5671(16)30115-0
- Patterson, M. (1999). Re-appraising the concept of brand image. *Journal of Brand Management*, 6(6), 409-426.

- Priambodo, P., & Farida, N. (2021). *Pengaruh Online Customer Review dan Celebrity Endorsment Terhadap Purchase Intention Produk Kosmetik Wardah (Studi Pada Konsumen Wanita Produk Wardah di Kota Semarang)*. Diponegoro University, Semarang.
- Rasool, A., Shah, F. A., & Tanveer, M. (2021). Relational Dynamics between Customer Engagement, Brand Experience, and Customer Loyalty: An Empirical Investigation. *Journal of Internet Commerce*, 20(3), 273-292. doi:10.1080/15332861.2021.1889818
- Rather, R. A., & Camilleri, M. A. (2019). The effects of service quality and consumer-brand value congruity on hospitality brand loyalty. *Anatolia*, 30(4), 547-559. doi:10.1080/13032917.2019.1650289
- Rather, R. A., Tehseen, S., & Parrey, S. H. (2018). Promoting customer brand engagement and brand loyalty through customer brand identification and value congruity. *Spanish Journal of Marketing - ESIC*, 22(3), 319-337. doi:10.1108/sjme-06-2018-0030
- Rose, S., Clark, M., Samouel, P., & Hair, N. (2012). Online Customer Experience in e-Retailing: An empirical model of Antecedents and Outcomes. *Journal of Retailing*, 88(2), 308-322. doi:10.1016/j.jretai.2012.03.001
- Rosenberg, M. (1979). *Conceiving the self*. New York: Basic Book.
- Rundle-Thiele, S., & Maio Mackay, M. (2001). Assessing the performance of brand loyalty measures. *Journal of Services Marketing*, 15(7), 529-546. doi:10.1108/eum0000000006210
- Sasmita, J., & Mohd Suki, N. (2015). Young consumers' insights on brand equity. *International Journal of Retail & Distribution Management*, 43(3), 276-292. doi:10.1108/ijrdm-02-2014-0024
- Schmitt, B. (1999). *Experiential Marketing*. New York: Free Press.
- Schmitt, B. (2010). Experience Marketing: Concepts, Frameworks and Consumer Insights. *Foundations and Trends® in Marketing*, 5(2), 55-112. doi:10.1561/1700000027
- Schmitt, B., & Zarantonello, L. (2013). Consumer Experience and Experiential Marketing: A Critical Review. In *Review of Marketing Research* (pp. 25-61).
- Singh, B. (2021). Predicting airline passengers' loyalty using artificial neural network theory. *Journal of Air Transport Management*, 94. doi:10.1016/j.jairtraman.2021.102080

- Singh, G., Slack, N., Sharma, S., Mudaliar, K., Narayan, S., Kaur, R., & Sharma, K. U. (2021). Antecedents involved in developing fast-food restaurant customer loyalty. *The TQM Journal*, 33(8), 1753-1769. doi:10.1108/tqm-07-2020-0163
- Sirgy, M. J. (1982). Self-concept in Consumer Behavior: A Critical Review. *Journal of Consumer Research*, 9(3), 287-300.
- Sirgy, M. J. (2018). Self-congruity theory in consumer behavior: A little history. *Journal of Global Scholars of Marketing Science*, 28(2), 197-207. doi:10.1080/21639159.2018.1436981
- Sirgy, M. J., & Su, C. (2016). Destination Image, Self-Congruity, and Travel Behavior: Toward an Integrative Model. *Journal of Travel Research*, 38(4), 340-352. doi:10.1177/004728750003800402
- Strandberg, C. (2023). Let's stay together – The mediating role of self-congruity and place attachment on residents' likelihood to stay. *Journal of Environmental Psychology*, 87. doi:10.1016/j.jenvp.2023.101989
- Thuy, V. T. N., & Thao, H. D. P. (2016). Impact of students' experiences on brand image perception: the case of Vietnamese higher education. *International Review on Public and Nonprofit Marketing*, 14(2), 217-251. doi:10.1007/s12208-016-0171-x
- Usakli, A., & Baloglu, S. (2011). Brand personality of tourist destinations: An application of self-congruity theory. *Tourism Management*, 32(1), 114-127. doi:10.1016/j.tourman.2010.06.006
- Yi, S., Zhao, J., & Joung, H.-W. (2017). Influence of price and brand image on restaurant customers' restaurant selection attribute. *Journal of Foodservice Business Research*, 21(2), 200-217. doi:10.1080/15378020.2017.1368808
- You, L., & Hon, L. C. (2021). Testing the effects of reputation, value congruence and brand identity on word-of-mouth intentions. *Journal of Communication Management*, 25(2), 160-181. doi:10.1108/jcom-10-2020-0119
- Zhang, J., & Bloemer, J. (2011). Impact of value congruence on affective commitment: examining the moderating effects. *Journal of Service Management*, 22(2), 160-182. doi:10.1108/0956423111124208