

DAFTAR PUSTAKA

- Ahmed, S., Al Asheq, A., Ahmed, E., Chowdhury, U. Y., Sufi, T., & Mostofa, M. G. (2022). The intricate relationships of consumers' loyalty and their perceptions of service quality, price and satisfaction in restaurant service. *The TQM Journal*. doi:10.1108/tqm-06-2021-0158
- Anabila, P., Ameyibor, L. E. K., Allan, M. M., & Alomenu, C. (2021). Service Quality and Customer Loyalty in Ghana's Hotel Industry: The Mediation Effects of Satisfaction and Delight. *Journal of Quality Assurance in Hospitality & Tourism*, 23(3), 748-770. doi:10.1080/1528008x.2021.1913691
- Berkman, M. J. S. D. G. T. F. M. J.-o. P. K.-S. C. C. B. C. J. S. J. H. (1997). Assessing the predictive validity of two methods of measuring self-image congruence. *Academy of Marketing Science. Journal, Volume 28, No. 3*, 229-241.
- Boateng, H., Kosiba, J. P., Adam, D. R., Ofori, K. S., & Okoe, A. F. (2020). Examining brand loyalty from an attachment theory perspective. *Marketing Intelligence & Planning*, 38(4), 479-494. doi:10.1108/mip-03-2019-0161
- C. Whan Park, D. J. M., Joseph Priester, Andreas B. Eisingerich, & Dawn Iacobucc. (2010). Brand Attachment and Brand Attitude Strength: Conceptual and Empirical Differentiation of Two Critical Brand Equity Drivers. *Journal of Marketing, Vol. 74* 1–17. doi:10.1509/jmkg.74.6.1
- Chieng, F., Sharma, P., Kingshott, R. P. J., & Roy, R. (2021). Interactive effects of self-congruity and need for uniqueness on brand loyalty via brand experience and brand attachment. *Journal of Product & Brand Management*, 31(6), 870-885. doi:10.1108/jpbm-12-2020-3250
- Cifci, I. (2021). Testing self-congruity theory in Bektashi faith destinations: The roles of memorable tourism experience and destination attachment. *Journal of Vacation Marketing XX(X)*. doi:10.1177/13567667211011758
- Claiborne, M. J. S. J. S. J. A. C. S. C. B. (1991). Self-Congruity Versus Functional Congruity: Predictors of Consumer Behavior. *Journal of the Academy of Marketing Science, Volume 19, Number 4*, 363-375.
- Clemes, M. D., Mohi, Z., Li, X., & Hu, B. (2018). Synthesizing moderate upscale restaurant patrons' dining experiences. *Asia Pacific Journal of Marketing and Logistics*, 30(3), 627-651. doi:10.1108/apjml-06-2017-0115
- Davis, S. V., & Dacin, P. A. (2022). This brand is who I am... or is it? Examining changes in motivation to maintain brand attachment. *Journal of Product & Brand Management*, 31(7), 1125-1139. doi:10.1108/jpbm-02-2020-2745
- Espinosa, J. A., Ortinau, D. J., Krey, N., & Monahan, L. (2018). I'll have the usual: how restaurant brand image, loyalty, and satisfaction keep customers coming back. *Journal of Product & Brand Management*, 27(6), 599-614. doi:10.1108/jpbm-10-2017-1610
- Fansuri Munawar, R. M., And Didi Tarmidi. (2021). The Effect Of Service Delivery Performance And Value Congruity On Customer Trust And Its

- Impact On Loyalty In Logistic Service Provider. *Turkish Journal of Computer and Mathematics Education*, Vol.12 No.8 (2021)1077-1087.
- Febrianti, T. W. I. V. A. (2021). PENGARUH CUSTOMER ENGAGEMENT TERHADAP BRAND LOYALTY DENGAN VARIABEL MEDIASI BRAND ATTACHMENT DAN CUSTOMER TRUST. *Jurnal Mitra Manajemen (JMM Online)*, Vol. 5, No. 5, 343-356.
- Fitzsimmons, K. S. J. R. (2021). The effect of brand personality congruence, brand attachment and brand love on loyalty among HENRY's in the luxury branding sector. *Journal of Fashion Marketing and Management: An International Journal*, 6 No. 1, 2022, pp. 21-35. doi:10.1108/JFMM-09-2020-0208
- Fu, X., Kang, J., Hahm, J. J., & Wiitala, J. (2020). Investigating the consequences of theme park experience through the lenses of self-congruity and flow. *International Journal of Contemporary Hospitality Management*, 32(3), 1181-1199. doi:10.1108/ijchm-06-2019-0522
- Fu, Y.-K., & Wang, Y.-J. (2020). Experiential value influences authentic happiness and behavioural intention: lessons from Taiwan's tourism accommodation sector. *Tourism Review*, 76(1), 289-303. doi:10.1108/tr-06-2019-0228
- Ghorbanzadeh, D., & Rahehagh, A. (2021). Emotional brand attachment and brand love: the emotional bridges in the process of transition from satisfaction to loyalty. *Rajagiri Management Journal*, 15(1), 16-38. doi:10.1108/ramj-05-2020-0024
- Ghosh, K., & Bhattacharya, S. (2022). Investigating the antecedents of luxury brand loyalty for Gen Z consumers in India: a PLS-SEM approach. *Young Consumers*, 23(4), 603-626. doi:10.1108/yc-09-2021-1390
- Grundey, D. (2008). Experiential Marketing vs. Traditional Marketing: Creating Rational and Emotional Liaisons with Consumers. *The Romanian Economic Journal*, Year XI, no. 29, 133-151.
- Han, X., Jr., R. J. K., & Wang, C. (2008). Service Loyalty An Integrative Model and Examination across Service Contexts. *Journal of Service Research*, Volume 11 Number 1. doi:10.1177/1094670508319094
- Hirschman, M. B. H. E. C. (1982). The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun. *Journal of Consumer Research*, Vol. 9.
- 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
- Hussein, A. S. (2018). Revisiting the importance of casual dining experience quality: an empirical study. *International Journal of Quality and Service Sciences*, 10(3), 233-252. doi:10.1108/ijqss-04-2017-0041
- Islam, J. U., Rahman, Z., & Hollebeek, L. D. (2017). Consumer engagement in online brand communities: a solicitation of congruity theory. *Internet Research*, 28(1), 23-45. doi:10.1108/IntR-09-2016-0279

- Japutra, A., Ekinci, Y., & Simkin, L. (2019). Self-congruence, brand attachment and compulsive buying. *Journal of Business Research*, 99, 456-463. doi:10.1016/j.jbusres.2017.08.024
- Javed, M., & Awan, T. M. (2022). The young tourist's co-creation nexus: market mavens and existential authenticity as driving forces of intentions to revisit and recommend. *Journal of Hospitality and Tourism Insights*. doi:10.1108/jhti-12-2020-0240
- Jr., M. K. B. J. J. C. (2001). Some New Thoughts on Conceptualizing Perceived Service Quality: A Hierarchical Approach. *Journal of Marketing*, Vol. 65.
- Karatepe, O. M., Yavas, U., & Babakus, E. (2005). Measuring service quality of banks: Scale development and validation. *Journal of Retailing and Consumer Services*, 12(5), 373-383. doi:10.1016/j.jretconser.2005.01.001
- Keiningham, T. L., Cooil, B., Aksoy, L., Andreassen, T. W., & Weiner, J. (2007). The value of different customer satisfaction and loyalty metrics in predicting customer retention, recommendation, and share-of-wallet. *Managing Service Quality: An International Journal*, 17(4), 361-384. doi:10.1108/09604520710760526
- Kim, O. Y., Seo, S., & Nurhidayati, V. A. (2019). Scale to measure tourist value of destination restaurant service. *International Journal of Contemporary Hospitality Management*, 31(7), 2827-2844. doi:10.1108/ijchm-05-2018-0443
- Kim, S.-H., Kim, M.-S., & Lee, D. H. (2016). The Effects of Personality Traits and Congruity on Customer Satisfaction and Brand Loyalty: Evidence from Coffee Shop Customers. In *Advances in Hospitality and Leisure* (pp. 3-33).
- Kimberly A. Wade-Benzoni, A. J. H., Leigh L. Thompson, Don A. Moore, James J. Gillespie and Max H. Bazerman. (2002). Barriers to Resolution in Ideologically Based Negotiations: The Role of Values and Institutions. *The Academy of Management Review*, Vol. 27, No. 1 (Jan., 2002), pp. 41-57. doi:https://doi.org/10.2307/4134368
- Kusumawati, A., & Rahayu, K. S. (2020). The effect of experience quality on customer perceived value and customer satisfaction and its impact on customer loyalty. *The TQM Journal*, 32(6), 1525-1540. doi:10.1108/tqm-05-2019-0150
- 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
- Liu, K.-N., Tsai, T.-I., Xiao, Q., & Hu, C. (2020). The impact of experience on brand loyalty: Mediating effect of images of Taiwan hotels. *Journal of China Tourism Research*, 17(3), 395-414. doi:10.1080/19388160.2020.1777238
- Liu, P., & Tse, E. C.-Y. (2018). Exploring factors on customers' restaurant choice: an analysis of restaurant attributes. *British Food Journal*, 120(10), 2289-2303. doi:10.1108/bfj-10-2017-0561
- Mannan, M., Chowdhury, N., Sarker, P., & Amir, R. (2019). Modeling customer satisfaction and revisit intention in Bangladeshi dining restaurants. *Journal*

- of Modelling in Management*, 14(4), 922-947. doi:10.1108/jm2-12-2017-0135
- Oliver, R. L. (2015). *Satisfaction A Behavioral Perspective on the Consumer*.
- Pencarelli, T., & Forlani, F. (2018). Marketing in an Experiential Perspective: From “Goods and Service Logic” to “Experience Logic”. In *The Experience Logic as a New Perspective for Marketing Management* (pp. 43-67).
- Petravičiūtė, K., Šeinauskienė, B., Rūtelionė, A., & Krukowski, K. (2021). Linking Luxury Brand Perceived Value, Brand Attachment, and Purchase Intention: The Role of Consumer Vanity. *Sustainability*, 13(12). doi:10.3390/su13126912
- Rabbane, F. K., Roy, R., & Spence, M. T. (2020). Factors affecting consumer engagement on online social networks: self-congruity, brand attachment, and self-extension tendency. *European Journal of Marketing*, 54(6), 1407-1431. doi:10.1108/ejm-03-2018-0221
- 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
- Richardson, S., Lefrid, M., Jahani, S., Munyon, M. D., & Rasoolimanesh, S. M. (2019). Effect of dining experience on future intention in quick service restaurants. *British Food Journal*, 121(11), 2620-2636. doi:10.1108/bfj-09-2018-0617
- Ryu, K., Lee, H. R., & Gon Kim, W. (2012). The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. *International Journal of Contemporary Hospitality Management*, 24(2), 200-223. doi:10.1108/09596111211206141
- Sekaran, Uma, *Metodologi Penelitian Untuk Bisnis*, Salemba Empat, Jakarta, 2006
- Serra-Cantalops, A., Ramón Cardona, J., & Salvi, F. (2020). Antecedents of positive eWOM in hotels. Exploring the relative role of satisfaction, quality and positive emotional experiences. *International Journal of Contemporary Hospitality Management*, 32(11), 3457-3477. doi:10.1108/ijchm-02-2020-0113
- Shirkhodaie, M., & Rastgoo-deylami, M. (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
- 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. (1985). Using Self-Congruity and Ideal Congruity to Predict Purchase Motivation. *Journal of Business Research*, 13, 195-206.

- 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., Lee, D.-J., Johar, J. S., & Tidwell, J. (2008). Effect of self-congruity with sponsorship on brand loyalty. *Journal of Business Research*, 61(10), 1091-1097. doi:10.1016/j.jbusres.2007.09.022
- Slack, N. J., Singh, G., Ali, J., Lata, R., Mudaliar, K., & Swamy, Y. (2020). Influence of fast-food restaurant service quality and its dimensions on customer perceived value, satisfaction and behavioural intentions. *British Food Journal*, 123(4), 1324-1344. doi:10.1108/bfj-09-2020-0771
- Suhartanto, D., Brien, A., Primiana, I., Wibisono, N., & Triyuni, N. N. (2019). Tourist loyalty in creative tourism: the role of experience quality, value, satisfaction, and motivation. *Current Issues in Tourism*, 23(7), 867-879. doi:10.1080/13683500.2019.1568400
- Tran, P. K. T., Nguyen, P. D., Le, A. H. N., & Tran, V. T. (2021). Linking self-congruity, perceived quality and satisfaction to brand loyalty in a tourism destination: the moderating role of visit frequency. *Tourism Review*, 77(1), 287-301. doi:10.1108/tr-04-2020-0143
- Uncles, M. D., Dowling, G. R., & Hammond, K. (2003). Customer loyalty and customer loyalty programs. *Journal of Consumer Marketing*, 20(4), 294-316. doi:10.1108/07363760310483676
- Yang, S., Isa, S. M., Ramayah, T., Wen, J., & Goh, E. (2021). Developing an extended model of self-congruity to predict Chinese tourists' revisit intentions to New Zealand: the moderating role of gender. *Asia Pacific Journal of Marketing and Logistics*, 34(7), 1459-1481. doi:10.1108/apjml-05-2021-0346
- Yeo, V. C. S., Goh, S.-K., & Rezaei, S. (2017). Consumer experiences, attitude and behavioral intention toward online food delivery (OFD) services. *Journal of Retailing and Consumer Services*, 35, 150-162. doi:10.1016/j.jretconser.2016.12.013
- 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
- Yuniari, W. (2020). The Role of Customer Brand Engagement and Affective Brand Commitment in Mediating the Relationship between Value Congruity and Brand Loyalty. *Journal of Advanced Research in Dynamical and Control Systems*, 12(SP4), 1963-1973. doi:10.5373/jardcs/v12sp4/20202071
- 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:10.1108/09564231111124208
- Zhang, J., & Bloemer, J. M. M. (2008). The Impact of Value Congruence on Consumer-Service Brand Relationships. *Journal of Service Research*, Volume 11 Number 2, 161-178. doi:10.1177/1094670508322561
- Zhang, M., Kim, P. B., & Goodsir, W. (2018). Effects of service experience attributes on customer attitudes and behaviours: the case of New Zealand

café industry. *Journal of Hospitality Marketing & Management*, 28(1), 28-50. doi:10.1080/19368623.2018.1493711

Zhang, X. (2021). Can you represent me? The influence of consumers' self-congruity on their brand loyalty behavior. *Asia Pacific Journal of Marketing and Logistics*. doi:10.1108/apjml-04-2021-0238